



SANTA CRUZ PUBLIC
LIBRARIES
A City-County System

LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, March 7, 2011
Santa Cruz County Chambers
701 Ocean Street, 5th Floor
Santa Cruz

6:00 PM CLOSED SESSION

Labor Negotiations (Government Code §69967.6)

Lisa Sullivan, City of Santa Cruz Human Resources Director
Employee Organizations- Service Employees International Union
Supervisory Employees, Operating Engineers
Mid-Management, Operating Engineers

6:30 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA OF MARCH 7, 2011
3. APPROVE MINUTES OF:
FEBRUARY 7, 2011 & FEBRUARY 14, 2011 (PG. 3-9)
4. ORAL COMMUNICATIONS
5. CONSENT AGENDA
 - A. Contract for Cheryl Gould (PG. 10-18)
6. WRITTEN COMMUNICATIONS
 - A. Articles About California and Santa Cruz Libraries (PG. 19-65)
 - B. Patron Written Comments (PG. 66-79)
 - C. Patron Comments About Service Models (PG. 80-158)
 - D. Articles About Libraries Nationwide (PG. 159-163)

- E. Monthly Narrative Report (PG. 164-169)
- F. Monthly Statistical Report (PG. 170-176)
- G. County Appointment of LJPB Alternate (PG. 177)
- H. Response to Questions Raised at Meetings on February 7 and 14 and In Subsequent Emails and Other Patron Correspondence (PG. 178-180)

7. STAFF REPORTS

- A. Monthly Financial Reports (PG. 181-190)
- B. Mid-year Budget Projections & Request to Release Funds for Materials (PG. 191-192)
- C. Update on New ILS Implementation Plan (oral)

8. OTHER BUSINESS

- A. Update on Library Service Model Board subcommittee (oral)

9. NEXT MEETING

The next regularly scheduled meeting is Monday, April 4, 2011 at 6:30 p.m.

10. ADJOURN

The Library Joint Powers Authority Board will adjourn from the regularly scheduled meeting of March 7, 2011 to the next regularly scheduled public meeting on April 4, 2011 at 6:30 pm in the Community Meeting Room of the Central Branch Library

The Santa Cruz City-County Library System does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, the Library requests that you attend fragrance free. The Central Branch Library is a fully accessible facility. If you wish to attend this public meeting, and you will require special assistance such as sign language or other special devices in order to attend and participate, please call (831) 427-7706 seventy-two (72) hours prior to the event to make arrangements for assistance. Upon request, agendas for public meetings can be provided in a format to accommodate special needs.

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

February 7, 2011

Louden Nelson Auditorium
301 Center Street, Santa Cruz

6:30 PM STUDY SESSION AND PUBLIC HEARING

I. ROLL CALL

Present: Citizen Nancy Gerdt, Citizen Barbara Gorson, Citizen Leigh Poitinger, Councilmember Jim Reed, Councilmember David Terrazas, Councilmember Katherine Beiers, Supervisor Mark Stone, Supervisor Ellen Pirie

Absent: Councilmember Sam Storey

Staff: Teresa Landers, Director of Libraries

II. APPROVAL OF MEETING AGENDA OF FEBRUARY 7, 2011

Supervisor Stone moved, seconded by Councilmember Beiers

that the Board approve the agenda of February 7, 2011.

UNAN

Absent: Storey

III. PRESENTATION OF TASK FORCE REPORT

The Library Director presented to the Board the final Task Force report including the process and models A-D.

VI. PUBLIC COMMENT ON TASK FORCE REPORT

Forty-two members of the public spoke to the Board for two minutes each expressing their thoughts on the models presented.

VII. BOARD DISCUSSION

The Library Director presented her vision for the future for the Santa Cruz Library System. She illustrated recent and historical changes in library materials that have lead to new formats. Digital formats are quickly becoming a demand in libraries and digital formats are not dependant on a physical facility in order to be accessed. When SCPL held town halls

and focus groups while gathering data for the strategic plan, participants identified the following three issues as the largest threats the library faced: financial situation, the Internet and Google, and e-books. The task force was created to address the financial situation but their charge was also to look at how our library could be best positioned for the future. Libraries need to redefine themselves in order to stay relevant. The task force service models that embrace a visionary view for the future of the public library are the ones that will best serve the community of Santa Cruz County in the end. Creating a library system where library professionals are allowed to provide services and programs that no one else can and in ways no one else can is the key. Taking library professionals out into the community where people are is an important trend. These trends will most likely change libraries as we know them but it does not have to mean a degradation of services and/or programs.

Director Landers expressed her support for whichever model is adopted by the Board but felt it was her professional role to share her recommendation. She recommended Model D. She feels it is the most visionary and offers the most opportunity for the greatest rewards. It broadens the definition of library service so that the library serves a wider population rather than a narrower one. Model D looks at library service in a holistic way and as a system. It takes into account the best interests of the citizens as a whole and is the most financially viable of all the models.

The Board then was given 5 minutes each to express their thoughts.

Councilmember Terrazas was impressed with the public comments and overall interest in the future of the library system. He is sensitive to the value libraries add to families and that these families will be impacted by the Board's final decision. Terrazas would like to see an alternative to the level of service provided in the communities where library branches would be repurposed.

Councilmember Beiers was not prepared to make remarks.

Supervisor Stone stated that he is glad there are two models that keep all branches open. He reminded the Board that libraries bring a sense of community and that the Board has made promises over the years to the entire county to keep the libraries open.

Citizenmember Gerdt expressed concern that Model C was being portrayed as an old style library that will not move into the future. She restated that Model C commits 8.5% to the materials budget and spends \$1 million for programs and services. Gerdt stated that Library Director was hired to unite the system and she feels our system is being divided again. Gerdt also feels that library staff has a real hatred for the smaller branches. Gerdt is tired of fighting the battle of closing branches. In closing Gerdt reflected on her time spent working on the task force. She said she learned that no system that closes branches has been able to implement a new kind of service and that systems that have had to close branches are ones that are financially failing.

Citizenmember Poitinger expressed her concern that the library system has a sustainability problem. She feels model D offers greater outreach. She is also concerned with the level of services and programs described in model C. Poitinger wishes we could keep everything open but does not think this is possible given the financial situation the library faces.

Supervisor Pirie recounted that before the task force began its work; the Board wanted to keep all branches open but did not think it was possible. At the conclusion of the task force, two of the task force models kept all 10 branches open. Supervisor Pirie thought this was very exciting news and that the Board and the Director would share in this excitement. She is very disappointed that this is not the case. Pirie believes model D is neither bold nor visionary. It takes library service away from the people by closing branches. Supervisor Pirie believes there will be broken promises to the community if the Board adopts model D. She feels the Board will never again have a successful tax measure to support our library system.

Councilmember Reed thanked the task force for all the hours of work they spent on developing the four models and the final report. Reed read from the Measure R ballot statement:

Measure R is not a new tax and the tax rate will not increase. Yes on R simply continues existing library funding before it expires. Without your vote, our libraries will lose more than half their funding and will be forced to make deep cutbacks in book collections, services and hours.

Councilmember Reed specified a specific intent in Measure R that was to update the book collection. Currently the library's collection budget is a fraction of the 12% industry standard. When the library system was doing relatively well the SCPL book budget was only 8%. Reed feels we have more library system than we can afford. He also stated that he did not recall the task force being charged with finding a financially sustainable model keeping all 10 branches open but rather a financially sustainable model period.

Councilmember Reed also spoke to the rising health care and PERS costs that the library system will soon face. In the task force budget projections, the assumption was a 1% increase annually. Industry professionals suggest these projections should be closer to 3.5%, which will ultimately affect all the models. Model D is the most stringent fiscally to help mitigate these projected increases.

Citizenmember Gorson commented that the library system is already unfair to many residents if the definition is that each community should have a library branch. More than one third of our population does not have a neighborhood branch library. She stated our library system cannot afford 10 branches any more and that model A and C are not financially sustainable. There has been a decrease in usage of the library system even before the recession and decrease in hours. From 00/01 – 07/08 there has been a consistent decrease in usage. Gorson restated that the job of the Board is to look at servicing the entire community of Santa Cruz County. Gorson expressed that what she loves more than the physical library facility is the services the library provides and the transformation these

services can give to a community; but we cannot afford to expand services and to reallocate resources to the people who are underserved today. Statistics have shown that over half of the people who are from Garfield Park, La Selva Beach and Felton use other libraries. She believes patrons can adjust their use to another library (admittedly with some adjustment) and that libraries should not stay open to serve as community centers. Libraries are paid for with tax dollars and should be staffed with professionals to be run as a library and secondly to be a community gathering place.


XI. NEXT MEETING

The next regularly scheduled meeting is Monday, February 14, 2011 at 6:30 pm.

XII. ADJOURN

The study session and public hearing adjourned at 9:50 p.m.

Respectfully submitted,


Kira Henifin, Clerk of the Board

All documents referred to in these minutes are available in the Library Office.

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

February 14, 2011

Santa Cruz City Council Chambers
809 Center Street, Santa Cruz

6:30 PM PUBLIC MEETING

I. ROLL CALL

Present: Citizen Nancy Gerdt, Citizen Barbara Gorson, Citizen Leigh Poitinger, Councilmember Jim Reed, Councilmember David Terrazas, Councilmember Katherine Beiers, Supervisor Mark Stone, Supervisor Ellen Pirie, Councilmember Sam Storey

Staff: Teresa Landers, Director of Libraries

II. APPROVAL OF MEETING AGENDA OF FEBRUARY 14, 2011

Councilmember Terrazas moved, seconded by Councilmember Storey

that the Board approve the agenda of February 14, 2011 with the following change: moving item 7A up to 5.1 on the agenda.

UNAN

III. APPROVE MINUTES OF JANUARY 10, 2011

Supervisor Pirie moved, seconded by Councilmember Terrazas

that the Board approve the minutes of January 10, 2011.

UNAN

IV. ORAL COMMUNICATIONS

A. Gorson announced that Councilmember Terrazas will be serving on the Library Joint Powers Board Finance Sub-committee. The committee is made up of Councilmember Storey, Councilmember Terrazas and Citizenmember Gorson.

B. Marilyn Garrett, retired Pajaro Valley schoolteacher and member of the Wireless Radiation Alert Network, spoke to the Board regarding the library's use of wireless technology. In order to accommodate patrons with radiowave sickness the request was

made to remove all wi-fi from the library system and instead replace this technology with hardwired connections in order to accommodate all patrons.

V. CONSENT AGENDA

- A. Permission to Close Library for Staff Training Day April 13 (or an alternate date if necessary)

Supervisor Stone moved, seconded by Councilmember Beiers

that the Board approve the closure of the Library System on April 13, 2011 (or an alternate date if necessary) for a staff training day.

UNAN

- B. Resolution to Accept IMLS Grant

Supervisor Stone moved, seconded by Councilmember Beiers

that the Board adopt Resolution #2011-02 authorizing the transfer of funds and amending the FY 10/11 Budget to accept a grant from the Institute of Museum and Library Services (IMLS) in the amount of \$31,297.

UNAN

VI. OTHER BUSINESS

- A. Discussion of the Service Model Task Force Report

Councilmember Terrazas moved, seconded by Supervisor Pirie

that the Board postpone a decision on selecting a library service model in order to have an opportunity to hear public comment and establish a sub-committee of the Board to look at the development of a hybrid model that addresses public concern/comment.

ADDITION: An invitation to the Task Force members to revise their models based on the projected increases in PERS costs that were discovered at the end of the Task Force process and to provide these revisions in a timely manner (1-2 weeks) to the sub-committee. Also to include the Santa Cruz City Manager and the County Administrative Office (CAO) staff in the sub-committee formation.

2nd ADDITION: The sub-committee will attempt to come back in three weeks at the next regularly scheduled Board meeting to give an update. The sub-committee will look at updated financial information and review all of the task force models to come up with a modified version based on public comment received.

**SUB-COMMITTEE MAKE-UP: Supervisor Pirie, Councilmember Terrazas,
Councilmember Storey and Citizenmember Gorson**

UNAN

Forty-six speakers spoke to the Board.

VII. WRITTEN COMMUNICATION

- A. Articles About Santa Cruz and California Libraries
- B. Patron Written Comments
- C. Articles on Libraries Nation Wide
- D. Monthly Narrative Report
- E. Financial Reports
 - i. Draft Minutes of Finance Committee Meeting January 27, 2011
 - ii. Library Audit Management Letter
 - iii. Workers Compensation Report
 - iv. Monthly Report

VIII. NEXT MEETING

The next regularly scheduled meeting is Monday, March 7, 2011 at 6:30 pm.

IX. ADJOURN

The regular meeting adjourned at 9:55 p.m.

Respectfully submitted,



Kira Henifin, Clerk of the Board
(Helga Smith, Substitute for the Clerk Attended the Meeting)

All documents referred to in these minutes are available in the Library Office.

PROFESSIONAL SERVICES AGREEMENT FOR
California State Library funded PRESTO grant Staff Development Trainer

THIS AGREEMENT is entered into on 1 March 2011 by and between the Santa Cruz City/County Library, a Joint Powers Authority, hereinafter called "Library" and Cheryl Gould, hereinafter called "Consultant".

WHEREAS, City desires certain services described in Appendix One and Consultant is capable of providing and desires to provide these services;

NOW, THEREFORE, City and Consultant for the consideration and upon the terms and conditions specified agree as follows:

SECTION 1
Scope of Services

The services to be performed under this Agreement are set forth in Appendix One.

SECTION 2
Duties of Consultant

All work performed by Consultant, or under its direction, shall be sufficient to satisfy the Library's objectives for entering into this Agreement and shall be rendered in accordance with the generally accepted practices, and to the standards of, Consultant's profession.

Consultant shall not undertake any work beyond the scope of work set forth in Appendix One unless such additional work is approved in advance and in writing by Library. The cost of such additional work shall be reimbursed to Consultant by Library on the same basis as provided for in Section 4.

If, in the prosecution of the work, it is necessary to conduct field operations, security and safety of the job site will be the Consultant's responsibility excluding, nevertheless, the security and safety of any facility of Library within the job site which is not under the Consultant's control.

Consultant shall meet with Teresa Landers, Department Director, called "Director", or other City of Santa Cruz or Library personnel, or third parties as necessary, on all matters connected with carrying out of Consultant's services described in Appendix One. Such meetings shall be held at the request of any party and can be virtual or by phone. Review and Library approval of completed work shall be obtained monthly, or at such intervals as may be mutually agreed upon, during the course of this work.

SECTION 3
Duties of the Library

Library shall make available to Consultant all data and information in the Library's possession which Library deems necessary to the preparation and execution of the work, and City shall actively aid and assist Consultant in obtaining such information from other agencies and individuals as necessary.

The director may authorize a staff person to serve as his or her representative for conferring with Consultant relative to Consultant's services. The work in progress shall be reviewed from time to time by Library at the discretion of Library or upon the request of Consultant. If the work is satisfactory, it will be approved. If the work is not satisfactory, Library will inform Consultant of the changes or revisions necessary to secure approval.

SECTION 4
Fees and Payment

For the services performed, the Library will pay the Consultant according to the fee structure outlined in Appendix II not to exceed \$39,000 unless mutually agreed upon in writing. Such payment shall be considered the full compensation for all personnel, materials, supplies, travel and equipment used by Consultant in carrying out the work.

Salary expenses include the actual direct pay of personnel assigned to the project (except for routine secretarial and accounting services) plus payroll taxes, insurance, sick leave, holidays, vacation, and other fringe benefits. The percentage of compensation attributable to salary expenses includes all of Consultant's indirect overhead costs and fees. For purposes of this Agreement, Consultant's salary expenses and non-salary expenses will be compensated at the rates set forth in the fee schedule attached to this appendix and in accordance with the terms set forth therein. Non-salary expenses include travel, meals and lodging while traveling, materials other than normal office supplies, reproduction and printing costs, equipment rental, computer services, service of subconsultants or subcontractors, and other identifiable job expenses.

Salary payment for personnel time will be made at the rates set forth in the attached fee schedule for all time charged to the project. Normal payroll rates are for 40 hours per week. Consultant shall not charge the City for personnel overtime salary at rates higher than those set forth in the attached fee schedule without the City's prior written authorization.

Budget estimates of the cost of each phase of the project are as follows:

20% will be paid within 30 days of contract signing then monthly invoices will be paid for the duration of the project. See Appendix Two for details.

Variations from the costs for each phase which are justified by statements indicating personnel time expended are allowed after advance written City approval is obtained, in the manner set forth in the Agreement; however, in no event shall the total fee charged for the scope of work set forth in Appendix One exceed the budget of \$39,000 without additional advance written City authorization.

Payments shall be made monthly by the City based on invoices from the Consultant. Such payments shall be for the invoice amount.

Invoices shall indicate the percentage completion of each work task as identified in the Scope of Work (Appendix One), the overall percentage of completion of the total required services and the hours worked by Consultant's staff.

Unless otherwise specified in the attached fee schedule, Consultant's fees shall be payable on monthly statements. The monthly statements shall detail the time worked by each class of employee and the expenses incurred for which billing is made. The monthly statements shall contain the following affidavit signed by a principal of the Consultant's firm:

"I hereby certify as principal of the firm of Cheryl Gould that the charge of (Insert invoice amount) as summarized above and shown in detail on the attachments is a fair and reasonable use of public funds, is in accordance with the terms of Agreement dated March 1, 2011), and has not been previously paid."

SECTION 5 Changes in Work

Library may order major changes in scope or character of the work, either decreasing or increasing the scope of Consultant's services. No changes in the Scope of Work as described in Appendix One shall be made without the Library's and Consultant's written approval. Any change requiring compensation in excess of the sum specified in Appendix Two shall be approved in advance in writing by the Library.

SECTION 6

Time of beginning and Schedule for Completion

Consultant shall begin work upon Notice to Proceed from Director.

The schedule for completion of the work shall be as shown upon Appendix Three. In the event that major changes are ordered, the schedule for completion as stated in Appendix Three will be adjusted by Library so as to allow Consultant a reasonable period of time within which to complete any additional work which may be required as a result of the ordered changes.

In the event Consultant is delayed in performance of its services by circumstances beyond its control, the Library will grant Consultant a reasonable adjustment in the schedule for completion as described in Appendix Three provided that to do so would not frustrate the Library's objective for entering into this Agreement. All claims for adjustments in the schedule of completion must be submitted to Library by Consultant within thirty calendar days of the time of occurrence of circumstances necessitating the adjustment.

Consultant acknowledges that it is necessary for Consultant to complete its work on or before the completion date set forth in Appendix Three in order to allow the Library to achieve its objectives for entering into this Agreement. The parties therefore agree that time is of the essence in the performance of this Agreement.

SECTION 7

Termination

Library shall have the right to terminate this Agreement at any time upon giving ten days written notice to Consultant. Consultant may terminate this Agreement upon written notice to Library should the Library fail to fulfill its duties as set forth in this Agreement. In the event of termination, Library shall pay the Consultant for all services performed and accepted under this Agreement up to the date of termination.

SECTION 8

Insurance

Only the successful supplier will be required to submit a certificate of insurance before commencement of work.

1. Without limiting the foregoing in any way, supplier shall carry standard form Commercial General Liability Insurance and Commercial Automobile Liability Insurance acceptable to the Library in an amount of \$500,000 for each type per occurrence combined single limit Bodily Injury and Property Damage coverage..
2. For all insurance provided above, policies shall provide that the same cannot be canceled except upon thirty days' written notice to Library.
3. All insurance provided above shall name the Santa Cruz City/County Library, its officers, agents and employees as an additional insured, shown by endorsement, and shall include cross liability in favor of the Library, its officers, agents and employees.
4. A certificate of insurance shall be furnished to the Library as evidence of the above coverages and conditions prior to the commencement of work. Any statements that relieve the insurance company from liability if notice of cancellation is not sent are not acceptable.
5. Supplier agrees to provide Library at or before the effective date of this contract with a certificate of insurance of the coverage required. The certificate holder shall be the City of Santa Cruz, Risk & Safety Management, 809 Center St Room 7, Santa Cruz, CA 95060.

**SECTION 9
Indemnification**

Consultant agrees to indemnify, defend, and hold harmless the Library, its officers, agents and employees, from and against any and all claims, demands, actions, damages, or judgments, including associated costs of investigation and defense arising in any manner from consultant's negligence, recklessness, or willful misconduct in the performance of this agreement.

**SECTION 10
Civil Rights Compliance/Equal Opportunity Assurance**

Every supplier of materials and services and all consultants doing business with the Santa Cruz City/County Library shall be in compliance with the applicable provisions of the Americans with Disabilities Act of 1990, and shall be an equal opportunity employer as defined by Title VII of the Civil Rights Act of 1964 and including the California Fair Employment and Housing Act of 1980. As such, consultant shall not discriminate against any person on the basis of race, religious creed, color, national origin, ancestry, disability, medical condition, marital status, age or sex with respect to hiring, application for employment, tenure or terms and conditions of employment. In addition, the City of Santa Cruz, as defined in Resolution NS-20,137 and Ordinance 92-11, further prohibits discrimination on the basis of sexual orientation, height, weight and physical characteristics. Consultants agree to abide by all of the foregoing statutes, regulations, ordinances and resolutions.

**SECTION 11
Legal Action/Attorneys' Fees**

If any action at law or in equity is brought to enforce or interpret the provisions of this Agreement, the prevailing party shall be entitled to reasonable attorneys' fees in addition to any other relief to which he or she may be entitled. Either the Santa Cruz County Superior or Municipal Court shall have jurisdiction over any such action and that Court shall be authorized to determine which party is the prevailing party and what amount constitutes reasonable attorneys' fees to be awarded to the prevailing party.

**SECTION 12
Assignment**

This Agreement shall not be assigned without first obtaining the express written consent of the Director. The State Library of California will be notified of the agreement.

**SECTION 13
Amendments**

This Agreement may not be amended in any respect except by way of a written instrument which expressly references and identifies this particular Agreement, which expressly states that its purpose is to amend this particular Agreement, and which is duly executed by the Library and Consultant. Consultant acknowledges that no such amendment shall be effective until approved and authorized by the State Library of California, or an officer of the Library. No representative of the Library is authorized to obligate the Library to pay the cost or value of services beyond the scope of services set forth in Appendix One. Such authority is retained solely by the State Library of California. Unless expressly authorized by the State Library of California, Consultant's compensation shall be limited to that set forth in Appendix Two.

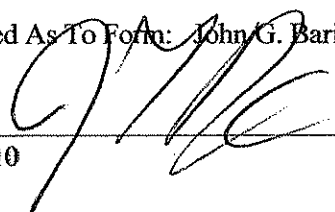
SECTION 14
Miscellaneous Provisions

1. Project Manager. Director reserves the right to approve the project manager assigned by Consultant to said work. No change in assignment may occur without prior written approval of the Library.
2. Consultant Services Only. Consultant is employed to render professional services only and any payments made to Consultant are compensation solely for such professional services.
3. Licensure. Consultant warrants that he or she has complied with any and all applicable governmental licensing requirements.
4. Other Agreements. This Agreement supersedes any and all other agreements, either oral or in writing, between the parties with respect to the subject matter, and no other agreement, statement or promise related to the subject matter of this Agreement which is not contained in this Agreement shall be valid or binding.
5. Library Property. Upon payment for the work performed, or any portion, all drawings, specifications, records, or other documents generated by Consultant pursuant to this Agreement, or any other work product of Consultant, are, and shall remain, the property of the Library whether the project for which they are made is executed or not. The Consultant shall be permitted to retain copies, including reproducible copies, of drawings and specifications for information and reference in connection with the Library's use and/or occupancy of the project. The drawings, specifications, records, documents, and Consultant's other work product shall not be used by the Consultant on other projects, except by agreement in writing and with appropriate compensation to the Library.
6. Consultant's Records. Consultant shall maintain accurate accounting records and other written documentation pertaining to the costs incurred for this project. Such records and documentation shall be kept available at Consultant's office during the period of this Agreement, and after the term of this Agreement for a period of three years from the date of the final Library payment for Consultant's services.
7. Independent Contractor. In the performance of its work, it is expressly understood that Consultant, including Consultant's agents, servants, employees, and subcontractors, is an independent contractor solely responsible for its acts and omissions, and Consultant shall not be considered an employee of the Library for any purpose.
8. Conflicts of Interest. Consultant stipulates that corporately or individually, its firm, its employees and subcontractors have no financial interest in either the success or failure of any project which is, or may be, dependent on the results of the Consultant's work product prepared pursuant to this Agreement.
9. MacBride Principles/Peace Charter. The City Council of the City of Santa Cruz approved Resolution No. NS-19,378 on the 24th day of July 1990, endorsing the MacBride Principles and the Peace Charter and encourages all companies doing business in Northern Ireland to abide by the MacBride Principles and the Peace Charter.
10. Notices. All notices herein provided to be given, or which may be given by either party to the other, shall be deemed to have been fully given and fully received when made in writing and deposited in the United States mail, certified and postage prepaid, and addressed to the respective parties as follows:

Name: _____

Address: _____

Approved As To Form: John G. Barisone, City Attorney



3-2-11

014

CONSULTANT
Cheryl Gould

LIBRARY
117 Union Street
Santa Cruz, CA 95060

By: _____

Printed: _____

Title: _____

Date: _____

By: _____

Teresa Landers

Library Director

Date: _____

APPENDIX ONE
Scope of Services

1. The Consultant will work with the Project Director and Library staff to develop a model for staff development in times of major changes and transitions. The Consultant and the Project Director will agree on a **timeline for training, research results, drafts, and final document.** (February 2011)
2. **Monthly updates** will be made to the Library Director and the Library's Management Team.
3. The Project Leader, the Consultant, and the Training Librarian will schedule Readiness for Change and Teamwork training for the entire library staff. The Consultant will conduct most of the training with the assistance of sub-contractors as agreed to by the Director and the Project Leader. (March – June 2011)
4. The Consultant will work with the Library Management Team to develop a Behavior Matrix to describe Change Resilient staff. The matrix will be tested by pre-test (March 2011), training, and post-test (July 2011) developed by Consultant and Library staff.
5. The Consultant will work with the Project Director and the Training Librarian to develop a template for Individual Development Plans (IDP) for Library Staff. (March – June 2011)
6. The Consultant, supported by the Project Director and the Training Librarian, will check-in with staff to assess the effectiveness of the Matrix and the IDP. (May 2011)
7. The Consultant will provide analysis and recommendations for further staff training and experiences. ((May 2011)
8. The Consultant may be part of additional training provided to staff. (June-August 2011)
9. The Consultant will work with Project Director and the Training Librarian to provide evaluation analysis of the Matrix and the training. (August 2011)
10. The Consultant will provide feedback and advice to the Project Director and the Training Librarian as they prepare the final report for the State Library of California.

APPENDIX THREE
Work Schedule

Work will begin February 2011 and will be completed by August 31, 2011.
Task Force phone and email consultation will begin in late January 2011.
The Behavior Matrix to Describe Change Resilient Staff will be developed February – March 2011.
Readiness for Change training and Teamwork Training will occur March – June 2011.
Independent Development Plans will be encouraged March – August 2011.
Analysis of Next Steps will occur in May 2011.
Additional training/experiences will occur June-August 2011.
Evaluation, analysis of effectiveness, and final report will be completed August 2011.

APPENDIX TWO

			Fee Schedule	
Cheryl Gould	11 days onsite		@ \$2000/day	\$22,000
Cheryl Gould	80 hours in planning, preparation of materials, phone consultations and analysis		@\$125/hour	\$10,000
Additional training may be provided by Ms. Gould			@125/hour	Not to exceed \$7000
				\$39,000



DAN COYRO/SENTINEL

Every monitor is occupied in the Internet section of the downtown Santa Cruz library early Tuesday afternoon.

Study: Cut public library staffing

Two of four proposed models would close branches

By J.M. BROWN
jbrown@santacruzsentinel.com

SANTA CRUZ — A task force studying the future structure of Santa Cruz Public Libraries has identified four options for the governing board to consider, all of which involve trimming staff and augmenting services to keep the \$11.6 million system financially stable.

Two of the models recommend closing three to four of the least-used branches — Felton, Garfield Park, La Selva Beach and Branciforte — to save personnel, maintenance and utility costs, but they call for more open

SEE LIBRARIES ON A2

Sentinel 2.1.11

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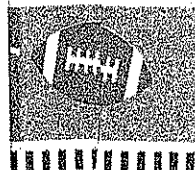
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155th Year, Vol. 33

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SANTA CRUZ
901 Soquel Ave
631-276-9980



LIBRARIES

Continued from A1

hours per branch. The other two models keep the current 10 branches intact, with one calling for specialized services, like technology, genealogy and youth outreach at certain locations, and the other offering a more community-based approach that spreads hours out among the sites.

Libraries Director Teresa Landers said each model will require staffing cuts and job reclassifications, with four branch closures saving the most. But Landers said she hopes vacant positions and retirement incentives will help avoid layoffs regardless of which model the board ultimately selects.

The Library Joint Powers Board will hold a public hearing on the proposed service changes — Models A-D — beginning at 6:30 p.m. Monday at Louden Nelson Center, 301 Center St., and take additional public comment and possibly adopt a model at its regular meeting Feb. 14.

Landers plans to recommend a particular model, but declined to discuss it until after the public comment periods. She will explain the staffing implications with employees Friday, but stressed that the models are designed to do more than identify personnel savings.

"It is really much deeper than that," she said. "This is the future of the system, where our libraries are going."

Undertaken by a 20-member task force of board members, staff and citizens beginning last summer, the study is similar to other reviews under way in libraries nationwide as taxes and other revenue streams stagnate or dry up even as demand grows for electronic reading platforms and other

IF YOU GO

PUBLIC HEARING ON FINANCIALLY SUSTAINABLE SERVICE MODELS REPORT

WHEN: 6:30 p.m. Monday

WHERE: Louden Nelson Center, 301 Center St., Santa Cruz

DETAILS: www.santacruzpl.org

ever-changing technology. The models demonstrate a range of service philosophies, from traditional facility- and staff-focused approaches to those that favor greater technology and more materials. Some board members favor closing branches while others want to maintain communitywide access.

The proposed models call for cutting staff positions between 10 to 15 percent, with each model including a built-in retirement incentive for 10 workers that offers \$15,000 in continued health care coverage over a two-year period. The system currently has the equivalent of about 105 full-time positions, once temporary and on-call workers are included. The proposed models recommend cutting that to 89-95.

"I think people are not going to be happy with all the different scenarios, but hopefully the library will do the best for the citizens and the staff," said Doris Henry, president of the Service Employees International Union chapter representing library workers. "We all know at this point there are going to be cuts."

Michele Mosher, treasurer of the Felton Library Friends, a fundraising and advocacy group that formed in 2002 when the branch was threatened with closure, said sup-

FOUR LIBRARY SERVICE MODELS

MODEL A

NUMBER OF BRANCHES: 7

HOURS: 290 total, 41.4 per branch on average

SUMMARY: Closes the Felton, Garfield Park and La Selva Beach branches but increases materials spending to 10 percent of total revenues, versus the current 8 percent. Caps employee costs at 65 percent of total budget.

COST: \$11.349 million

MODEL B

NUMBER OF BRANCHES: 10

HOURS: 337 total, 33.7 per branch on average

SUMMARY: Keeps all branches open and calls for materials spending at 8 percent of revenues for the next two years and 8.5 percent for three years after that. Establishes a focus for six branches, including genealogy, youth services and technology, and leaves other four as general purpose.

COST: \$11.294 million

MODEL C

NUMBER OF BRANCHES: 10

HOURS: 391 total, 39.1 per branch on average

SUMMARY: Keeps all branches open and calls for materials spending at 8 percent of revenues for the next two years and 8.5 percent for three years after that. All branches are fully staffed and don't require volunteers to open.

COST: \$11.437 million

MODEL D

NUMBER OF BRANCHES: 6

HOURS: 268 total, 44.7 per branch on average

SUMMARY: Closes Felton, Branciforte, Garfield Park and La Selva Beach branches and puts materials spending at 8.45 percent of revenues. Provides programs "where the people are" and focuses on technological advances.

COST: \$11.096 million

SOURCE: Final Task Force Report to the Library Joint Powers Board on Financially Sustainable Service Models

porters will urge the board to approve Model C. That plan spares all sites and fully staffs them, but it is the most expensive, costing an estimated \$340,000 more every year than the least expensive, Model D, which closes four sites.

"I feel like the library system has an obligation to serve all its constituents," she said. "I'm not sure why the board members would vote to close branches when Model C proposes keeping all 10 branches open without depending on volunteers."

Landers said shuttered

branches could possibly stay open under a partnership with volunteers. But the system, which has sustained furloughs and drastically cut spending on materials to close a deficit, could save lease costs at the Felton and La Selva Beach locations, as well as utilities at those sites and at Branciforte and Garfield Park, which are owned by the city of Santa Cruz.

"It's very tricky to sustain that kind of commitment with volunteers," Mosher said. "I'm not very enthusiastic about that proposal."

LIBRARY BATTLE

3/20/11 2-9-11

SC council recommends branch closures

Groups square off over reorganization options, timing of council's vote

By J.M. BROWN
jbrown@sanctiartsjournal.com

SANTA CRUZ — The City Council voted 6-1 on Tuesday to support a controversial library reorganization plan that closes four of the city's 10 branches and sets aside more funding for capital projects and technological advances. The council also recommended studying options for community

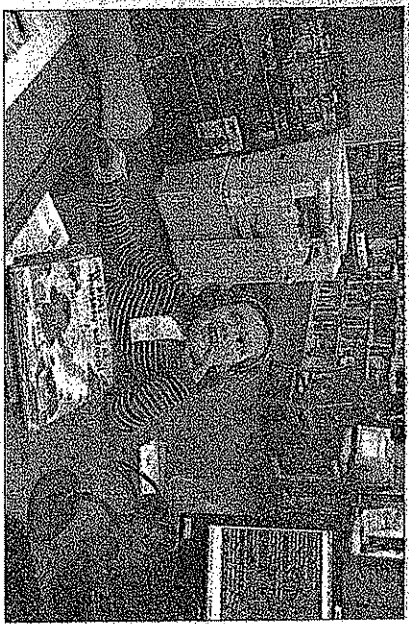
driven alternatives for areas where branches would be shuttered, but it remains to be seen whether both of the city's delegates to the library Joint Powers Board will follow the council's advice when voting on reorganization Monday.

Cost-cutting move. Only eight days have passed since a back-fence report about reorganization was published and just one night after the library board held its first public study session. Critics of a proposal to close four branches suggested city officials planned Tuesday's council vote to unduly influence the nine-member library

SEE LIBRARY ON A9

Maria Golding checks out books at the Branchforte branch library during a visit with her mother, Samantha Lucas and her sister Zoe on Tuesday.

SHAWNEE THALER/SENTINEL



LIBRARY

Continued from A1

board's restructuring vote.

City Manager Martin Bernal said he encouraged Mayor Ryan Coonerty to place the library discussion on Tuesday's agenda so council members and the public could get up to speed before the library board's vote next Monday. Bernal said he was not attempting to schedule a vote that would provide marching orders for library board delegates Beiers and Terrazas, and that the city's \$1.4 million general fund contribution to library expenses won't change regardless of the model selected.

The city attorney said Beiers or Terrazas could vote in a different way than the council advises, but face possible removal from the library board by other council members. Beiers and Terrazas have not signaled how they may vote, though Beiers was upset about the council taking a vote before the library board vote.

More than two dozen people spoke, including county Supervisor Ellen Pirie and two fellow library board members. There was a fairly even split among speakers who support an option to close branches and those who want the library board to preserve all sites, with some exchanging ill-tempered barbs during

a break in the proceedings.

Pirie echoed critics' concerns that the library administration would consider closures after voters approved two tax measures in recent years to fund libraries. The library board also approved a new policy six years ago not to close branches.

"This is not a good example of government," Pirie said. "You don't say you're going to do something to voters and then change your mind. It's wrong for public trust and the library."

But former Mayor Mike Rotkin, who just left the library board after 26 years of service and supports branch closures, reminded the council that many promises were made in pushing for library revenue measures, which he helped author. "But we had an unprecedented and unexpected crash in our economy," he said.

The push behind the library restructuring, studied by a 20-member task force for eight months, stems from the collision of dwindling sales tax revenue and increasing costs for employee health care and retirement. The changing nature of libraries from book repositories to technology-driven community centers is also at issue.

The Library Joint Powers Board is considering four reorganization models, including two that close several small branches and increase spending for capi-

tal projects and technology initiatives. The other two keep all branches open, but improve services.

All options, Models A-D, will require job cuts to keep expenditures below the \$11.6 million in revenue expected in the fifth year of the restructuring plan. Model D, which calls for the most branch closures, will cost the most jobs and save up to \$340,000 more per year than other plans.

Backed by a majority of library employees, Library Director Teresa Landers has recommended Model D, which closes the Garfield Park, Branciforte, La Selva and Felton branches, but creates five more open hours on average at remaining branches. Landers said Model C, while preserving branches, will still mean changes, including fewer open hours and stronger reliance on volunteers.

"Each of the models will require serious sacrifices by the community," she said.

Nina Simon, a county resident who supports closing branches, said the models create the choice of "investing in buildings and investing in people." She said Model D will attract more users to the most heavily used branches.

A union leader for library workers said 59 of 66 employees who responded to a survey she circulated requesting feedback about the models supported Model D. The library has about 108 employees.

The Branch Battle Begins Anew

by Linda Fridy

The library branch battle returned as about four dozen speakers discussed the future of Santa Cruz County's library system on Feb. 7, exposing a deep rift within the library board itself and between library staff and many library users.

The vast majority of speak-

"When we looked for a new director, we wanted someone who would unite our system. ... You are dividing the system once again."

**Nancy Gerdt
(Library Board Member)
to Teresa Landers
(Library Director)**

ers came from Felton, La Selva Beach and the west side of Santa Cruz near Garfield Park, pleading with the Library Joint Powers Board to preserve their neighborhood libraries. Others, most of them library staff, preferred a six-branch model that they say would take the system efficiently into the future.

continued on page 5

THE POST 2-9-11

Library from page 1

As many advocates of neighborhood branches said, they've made these arguments before, previous boards have voted to maintain branches and then a new board reopens the question.

To them, the six-month process of identifying sustainable models meant determining if the system can keep past promises to preserve branches given the realities of declining tax revenue and increasing costs. They see a mandate to approve one of two models that keep all branches open.

The other side sees sustainability as reinventing the system to maximize service in the 21st century. Those advocates favor the model that would close four smaller branches, remodel larger branches and increase community outreach.

After library director Teresa Landers recommended the model that closes branches, board member Nancy Gerdt said, "When we looked for a new director, we wanted some-



Members of the public lined up to share their comments on the future of libraries at the Feb. 7 meeting.

one who would unite our system. You are dividing the system once again."

Library staffers in circulation, technology and programming lined up to advocate for Model D, which would close Felton, La Selva Beach, Garfield Park and Branciforte.

The employees expressed excitement about future possibilities and concern that the 10-branch models were not really financially viable.

Smaller branch library users said they want to maintain spaces that families can

continued on page 6

A Look at the Four Sustainable Models

by Linda Fridy

For nearly six months, library managers, union leaders, board directors and volunteers worked on different ideas for reorganizing Santa Cruz County's library system and 10 branches. The results are four alternatives — radically different and likely to spur much debate.

The four different visions of how to operate Santa Cruz County's library system, outlined in a just-released report, each emphasize sustainable service models. The intent is to retool the county's library system so it operates within its annual revenues and doesn't furlough workers.

Options range from closing four of the current 10 branches and increasing outreach to relying heavily on an expanded volunteer base to keep all branches open and provide special programs.

The 117-page report was released online Jan. 31 formally presented to the Library Joint Powers Board at a Feb. 7 meeting.

Discussion will continue with a possible vote on which model to pursue at a second meeting on Feb. 14.

The study came in response to falling tax income that caused significant cutbacks to open hours at branches stretching from Boulder Creek to La Selva Beach.

The 20-member task force came up with four different

service models.

Two of them would close smaller branches and concentrate staffing and improvements on the largest and historically busiest branches, while two others would keep all 10 branches open for at least some services and rely on volunteer support to augment paid staffing.

Consolidating Sites

Two models sought to save money by operating and staffing fewer branches.

Model A has a primarily financial focus, rather than looking at service needs. It increases the amount of money available to purchase materials and establishes a

continued on page 6

What They Said

Here's a sampling from the dozens of public comments the Library Joint Powers Board received on Feb. 7 regarding models to sustain the library system.

In support of keeping branches open:

"It's horrifying that the board is considering closing neighborhood branches. They are essential in creating community and creating an attachment to libraries as a part of [children's] lives."

— Joni Martin, Felton

"If you are thinking about sustainability and the future, please consider the effect of a decision to dump some local branches. Long-range sustainability depends on the vote of the people."

— Frank Adamson

"My own daughter said to me 'I don't think there's any hope.' I hope that's not the case."

— Deborah Taylor in support of Garfield Park

"I campaigned heavily for Measure R with the commitment that Felton would be provided for."

— Barbara Lewis, Felton

"We arrange our weekly schedule around the hours of our Felton library. ... If you don't attend church, going to the library is one of the few neighborly things we can do."

— Tandy Beal, Felton

"Closing branches is like burning bridges — it's very, very difficult to go back."

— Jim Van Houten, La Selva Beach

"The Garfield library is 100 years old. It has survived the Great Depression, two World Wars, and what we're hearing is that what is potentially going to kill it is 'the future.' If we maintain our libraries and what is important to our community, the future will take care of itself."

— Jim Allen-Young, Santa Cruz

"I believe children should be encouraged to be independent and access the library independently. They can't do that when they have to ask for a ride in the car."

— Parent, La Selva Beach

In support of centralizing services:

"The future is already here, but we are not."

— Dan Landry, library network administrator

"Model D gives the community the most access to services they want."

— Barbara Snyder, library staff

"When I think of fairness, the library has not served our needs to date."

— Nina Simon, Happy Valley

"Asking to keep branches open is selfish and irresponsible. We cannot afford 10 branches."

— Gale Farthing, library outreach services

www.ThePost.US.com • February 09 2011 • 5 •

models from page 5

larger capital reserve. It holds personnel costs to 65 percent of the budget.

Branches in Aptos, Capitola, Live Oak, Downtown and Scotts Valley would remain "full service" locations. Boulder Creek would have a children and teen focus, while Branciforte would specialize in technology.

This model closes three branches, La Selva Beach, Felton and Garfield Park, although it suggests that Garfield Park could house a genealogy collection with volunteer staffing.

Model D also looks to consolidate branches from the current 10 down to six, but emphasizes increasing outreach and programs to take library services into the community. Downtown, Aptos and Scotts Valley would be remodeled to maximize efficiency and provide the most open hours, while Capitola, Live Oak and Boulder Creek would focus on youth services.

This model is critical of the system's newest branch in Live Oak, calling it beautiful, but not optimally designed for an

efficiently operating library.

It has both the lowest estimated costs in five years and the fewest open hours at 268 a week.

Library Director Teresa Landers recommended this option to the board on Feb. 7.

Keeping Existing Branches

The other two models continue to use all 10 branches, although in different ways. They look to rein in costs by increasing the use of volunteers.

Model B has a focus on literacy, from reading to cultures to technology. This proposal maintains some service at all 10 locations, but directs each branch to offer different service and avoid redundancy.

Two facilities, Boulder Creek and either Capitola or Live Oak, will become community learning centers focused on youth with homework help and learning-to-read programs. Branciforte will be converted to a technology lab and Garfield Park will become a local history center.

The smallest branches, La Selva, Felton and Garfield Park, would operate with a team of one volunteer and one

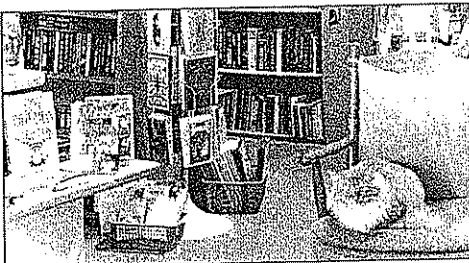
staff member to remain open. La Selva Beach has already been using this approach since last summer as a way to increase its open hours.

Model C emphasizes the use of volunteers to expand and create new adult programs while keeping library

week with a cost \$340,000 more annually than the lowest estimated model.

Other Changes

As part of the planning process, library director Teresa Landers worked with a staffing expert to identify a



Some would "modernize" the newer Live Oak branch.

services at all branches. It saves money by reducing staffing for reference and readers' advisory services. That's the often combined job of helping locate specific information and working with a patron to match past reading preferences or needs.

This model received the most support during public comments on Feb. 7. It has the most open hours at 391 a

baseline staffing plan, what she described as "what has to happen to keep the doors open and keep the materials moving."

Aside from specifics that will be determined by the model eventually adopted by the board, that process found efficiency savings by centralizing personnel who select materials and who design and provide programs, she said.

The question of reference and readers' advisory staffing varies by model, although most looked for ways to save there. For example, Model B would target after school hours and weekends for reference staffing, when there is a greater demand. Another option is to have that staff available by Skype, a computer linked connection that would let patrons in one branch ask questions of a live librarian in another.

The models also split over the value of adding automated materials handling systems, which help with the initial receiving and sorting. They aren't cheap — up to \$250,000 for a larger volume branch like Downtown, Landers estimated, plus the cost of remodeling to accommodate the equipment.

Some models do not include the technology, asking if the cost is appropriate given the likely change and decline in the amount of physical materials libraries will handle in the future. Other models include them with the expectation that costs will quickly be recouped by reduced personnel expenses. ■

battle from page 5

feely walk or bike to and that provide computers and internet access to people without them. They also said closing branches goes counter to green planning trends by forcing people to travel further to get services.

Board Draws Battle Lines

The fight got more pointed as board members made their initial comments. County Supervisors Mark Stone and Ellen Pirie joined Gerdt in saying that closing branches when other options exist would irreparably damage community support.

Pirie argued with Landers' "bold and visionary" description of Model D, and by association closing branches, calling it "nonsense." She in particular criticized Model D's stated intent of trying to attract new library users at

the expense of those who already love and use the libraries.

"That voter trust, that library user trust, is what keeps us alive. We cannot afford to lose it," said Pirie, receiving the longest applause of the night.

Board chair Barbara Gorson, Leigh Poitinger and Jim Reed all questioned whether the system could afford the 10-branch Model C, the most expensive by about \$340,000 annually. For that difference, it projects providing 123 more open hours a week than Model D, and its supporters counter that it meets all the criteria set by the board.

Reed also said all the models underestimate personnel costs given trends for pensions and healthcare expenses.

The Santa Cruz Issue

The nine-member board has six elected officials representing the

county and three cities served by the library system, plus three citizens.

A plan by the Santa Cruz City Council to consider the models and perhaps give its two representatives direction on their votes on Feb. 8 drew criticism from a board member and some of the public.

All jurisdictions had the opportunity to hear presentations, said Landers prior to her board meeting, but only Santa Cruz accepted the offer.

Landers said Santa Cruz "has a lot more on the line than anyone else. They are a major player and have the right to have their wishes expressed."

Santa Cruz handles the finances and personnel side of the library system through a contract that pays it 5 percent of the annual library budget. That's about \$550,000 each year — a cost that has been questioned as necessary by board members in the past.

Landers reports to both the library

board and the Santa Cruz city manager.

"My job is to provide analysis and evaluation and recommend policy," she said.

However, her summary for the council, available online before the library board met, not only included her preference for Model D, but also suggested it could be modified to keep Branciforte, one of the city's branches, open.

That did not sit well with the library board's Gerdt.

The next night, the Santa Cruz City Council voted to support Model D as Landers recommended.

The lone vote in opposition, however, came from Kathryn Beiers, one of the two council members who represents the city on the library board. And she is not required to follow her board's lead.

The earliest the library board will consider adopting a model is Feb. 14. ■

LIBRARY BOARD FACES VOTE AMID 'TOXIC' ATMOSPHERE

SENTINEL
2-13-11

Trustees begin to work toward compromise, could delay vote



LARISSA MUELLER/SENTINEL

Stacey Monowitz reads to her sons Sandy and Shelby in the children's room at the Felton library earlier this week. The library is a source of entertainment and educational materials for San Lorenzo Valley children.

By I.M. BROWN | jbrown@santacruzsentinel.com

SANTA CRUZ

The governing board of Santa Cruz Public Libraries has more than one tough choice Monday.

Faced with uncertain revenue from sales and property taxes, as well as rising costs for employee health care and retirements, the Joint Powers Board of the 10-branch city-county library system is poised to choose between shuttering several small branches or leaving them all open and reducing hours. If no action is taken soon, with temporary employee furloughs and drastic materials slashing coming to an end, the \$11 million system could dip \$6 million into the red within the next five years, according to Library Director Teresa Landers.

By considering branch closures, the nine-member board faces a philosophical choice about the future of local libraries — one that has created an increasingly bitter split among trustees since Jan. 31, when a task force presented four new service models designed to achieving greater fiscal stability.

MORE INSIDE
EDITORIAL:
Library board
should delay vote
on reorganization
to reach
compromise, A15

On one side are board members who want to preserve neighborhood branches that maximize access to books, reference materials and the Internet for families, seniors and the poor. On the other side are those pushing for a leaner, more technology-driven model that could loan out electronic reading systems, relies more on outreach services like the Bookmobile, and offers more hours at the branches that stay open.

Several board members, concerned about rushing into a major decision just two weeks after first seeing the proposed service models, are seeking a compromise and intend to push for a delay of Monday's vote. Meanwhile, a plan is needed urgently to draft a new

SEE LIBRARIES ON A4



LARISSA MUELLER/SENTINEL

La Selva Beach library volunteer Diane Ferraiuolo checks books on the shelves against this week's search list on Thursday. 'We've been coming here for almost 20 years. I'd hate to see this branch close. That's why I volunteer,' Ferraiuolo said.

IF YOU GO

LIBRARY JOINT POWERS
BOARD MEETING

WHEN: 6:30 p.m. Monday
WHERE: Louden Nelson Community
Center, 301 Center St.



LARISSA MUELLER/SENTINEL

Leslie Leija helps her children check out their selections at the Felton library circulation desk earlier this week.

LIBRARIES

Continued from A1

budget for passage in June.

There is even more at stake. The board's choice is fraught with political implications.

Voters have approved two sales tax measures since 1996 to maintain a key funding stream for libraries, measures that pledged — implicitly or literally is up for debate — to protect branches. (See related story.) The whole debate also calls into question the board's own policy, passed in 2005 during another fiscal challenge, close branches.

Fight over channeling and resources into the largest branches — Central, Live Oak and Aptos — while closing small neighborhood sites, including La Selva and Felton, has reignited long-simmering tensions over how public services are allocated across California's second smallest county. The proposed closures have pitted small, isolated communities in San Lorenzo Valley and South County against cities and urban unincorporated areas that have greater pull in the fight for ever-shrinking local funds. Watsonville's library system is also funded by tax revenue but is separate from the Santa Cruz system.

Dozens of residents spoke at two public meetings about the library's future last week, with the majority advocating against closures. Still others urged modernization and consolidation. The rift among trustees mirrors that of the community, with many saying a close vote Monday would leave the library's future shaky.

"It's gone sideways," said county Supervisor Ellen Pirie, a library board member who worked on the task force and favors keeping branches open. "What we're headed for is a 4 to 5 vote. Whoever wins, we lose because we have a board that is so divided. The war won't end."

OPTIONS

In June, a 20-member task force made up of library board members, staff and local residents has been working on new service models for the library system, which cut \$1 million over the past two years due to sales and property tax shortfalls. Employees have sustained two years of furloughs and the materials budget has been cut to the bone.

HOW MUCH BRANCHES COST

The following is a breakdown of costs per branch as allocated across the entire 10-branch system. The figure represents the actual costs per branch and does not take into account services shared between branches, such as information technology, which is performed at the system's headquarters.

HEADQUARTERS: \$4.11 million
 CENTRAL BRANCH: \$2.63 million
 APTOS: \$814,216
 LIVE OAK: \$697,534
 OUTREACH AND BOOKMOBILE: \$651,680
 SCOTTS VALLEY: \$645,340
 BRANCIORTE: \$409,206
 CAPITOLA: \$401,853
 BOULDER CREEK: \$264,418
 GARFIELD PARK: \$238,174
 FELTON: \$232,677
 LA SELVA BEACH: \$132,036

SOURCE: Santa Cruz Public Libraries administration

critical review of how services are rendered and whether they are meeting customer needs, it's clear that the system's tenuous financial situation drove the push for change.

Contracts with the Service Employees International Union chapter representing 80 percent of the library's workforce expire in October, and employees will be asked to help the entire membership, which includes about 380 other city employees, shave 10 percent from their budgets. The cost of pensions is expected to go up for all city labor groups, including about 7 percent for library employees over the next five years.

After seven months of study, four new service models emerged that met the task force's main requirements to create a \$1 million reserve for hard times, maintain materials spending at 8 percent of the entire budget and pay the bills.

Two of the models recommend closing branches and create more open hours at the remaining branches. Two others suggested leaving all branches open but modernizing how services are rendered with the help of technology and outreach services. All of the plans would require workforce cuts of between 10 and 15 percent, though the library administration hopes to avoid layoffs using retirement incentives and unfilled vacancies.

Almost immediately, attention coalesced around two models, called C and D, which represent the biggest differences in priorities and cost.

Model D closes the La Selva Beach, Felton, Garfield and Branciforte branches. It creates a reserve for hard times

the library board to postpone Monday's vote and study hybrid plans that keep branches accessible but meet the library's financial and technological needs. He was putting together plans over the weekend, after meeting individually with other board members.

"We need to move beyond the models and look for a real solution for the community," he said, adding that the atmosphere going into Monday's vote is "toxic."

A SPLIT COMMUNITY

The recent task force report sent a ripple of panic through La Selva, Felton and the Santa Cruz neighborhoods that use the Garfield Park and Branciforte branches. The fury only intensified after Library Director Landers strongly backed Model D, which put her at odds with small branch users and the board members who represent them.

In addition to offering more online services, e-readers and other gadgets to attract those who don't use the library often, Landers championed D as the fiscally responsible model. She said C, especially when rising pension costs and decreasing library use are taken into account, is simply unaffordable.

Landers said circulation was down 3.6 percent in September, a month when children go back to school, compared to the same month the previous year. Visits were down 12 percent over the same period, and have continued to fall in recent months.

"We can't afford to be a community center," said Landers, mentioning her preference to generate more online and outreach services. "We need to get the library to where people are."

But many residents say the branches already are where the people are, and that's why they should stay open.

Joni Martin, who moved to Felton from Ben Lomond last year, walks to the library with her daughter, who reads five books each week. Although the branch, which is housed in a former Presbyterian church site, is only open 15 hours per week, Martin said it is "part of the fabric of life for our community."

La Selva Beach resident Mike Wilson, who has lived in the area for more than 50 years, said shuttering the library there would mean losing one of the area's landmarks.

"As far as the community goes, it's one of the old-

AT A GLANCE

POSSIBLE NEW SERVICE MODELS FOR THE LIBRARY SYSTEM MODEL A

NUMBER OF BRANCHES: 7
 HOURS PER WEEK: 290 total, 41.4 per branch on average; 60 hours at Central, with 40 each for all others except Boulder Creek, with 30.
 SUMMARY: Closes the Felton, Garfield Park and La Selva Beach branches, but increases materials spending to 10 percent of total revenues, versus the 8 percent called for in other plans. Caps employee costs at 65 percent of total budget.
 PERSONNEL: 89.7 full-time equivalents
 PERSONNEL COST: \$7.1 million
 PERCENTAGE OF PERSONNEL COST TO TOTAL OPERATING EXPENDITURES: 63 percent
 MATERIALS BUDGET: \$1.1 million, or 9.7 percent of total cost
 RESERVE: \$1 million
 ADDITIONAL FUND BALANCE: \$736,853
 ESTIMATED TOTAL ANNUAL COST: \$11.34 million

MODEL B

NUMBER OF BRANCHES: 10
 HOURS PER WEEK: 337 total, 33.7 per branch on average; 51 hours at Central, with all others ranging from 16 for Garfield Park to 48 for Scotts Valley.
 SUMMARY: Keeps all branches open and calls for materials spending at 8 percent of revenues for the next two years and 8.5 percent for three years after that. Establishes a specific focus for six branches, including genealogy, youth services and technology, and leaves other four as general purpose.
 PERSONNEL: 90.4 full-time equivalents
 PERSONNEL COST: \$7.5 million
 PERCENTAGE OF PERSONNEL COST TO TOTAL OPERATING EXPENDITURES: 67 percent
 MATERIALS BUDGET: \$930,608, or 8.2 percent of total cost
 RESERVE: \$1 million
 ADDITIONAL FUND BALANCE: \$1 million
 ESTIMATED TOTAL ANNUAL COST: \$11.294 million

MODEL C

NUMBER OF BRANCHES: 10
 HOURS PER WEEK: 391 total, 39.1 per branch on average; range from 50 per week at Central to 30 per week at La Selva Beach
 SUMMARY: Keeps all branches open and calls for materials spending at 8 percent of revenues for the next two years and 8.5 percent for three years after that. All branches are fully staffed and don't require volunteers to remain open. Programs for seniors, jail inmates and other at-risk patrons could be expanded; bookmobile service continues.
 PERSONNEL: 95.4 full-time equivalents
 PERSONNEL COST: \$7.6 million
 PERCENTAGE OF PERSONNEL COST TO TOTAL OPERATING EXPENDITURES: 66 percent
 MATERIALS BUDGET: \$988,771, or 8.6 percent of total cost
 RESERVE: \$1 million
 ADDITIONAL FUND BALANCE: \$575,147
 ESTIMATED TOTAL ANNUAL COST: \$11.437 million

MODEL D

NUMBER OF BRANCHES: 6
 HOURS: 268 total, 44.7 per branch on average, range from 60 per week for Central to 24 for Boulder Creek
 SUMMARY: Closes Felton, Branciforte, Garfield Park and La Selva Beach branches and puts materials spending at 8.45 percent of revenues. Provides programs "where the people are" and focuses on technological advances.
 PERSONNEL: 89.4 full-time equivalents
 PERSONNEL COST: \$7.3 million
 PERCENTAGE OF PERSONNEL COST TO TOTAL OPERATING EXPENDITURES: 66 percent
 MATERIALS BUDGET: \$982,955, or 8.8 percent of total cost
 RESERVE: \$1 million
 ADDITIONAL FUND BALANCE: \$1.4 million
 ESTIMATED TOTAL COST: \$11.096 million

SOURCE: Final Task Force Report to the Library Joint Powers Board on Financially Sustainable Service Models

around," Wilson said. "I know my granddaughter has really enjoyed going to Story Time."

The majority of residents who spoke at the library study session last Monday and the City Council meeting Tuesday oppose closures, though there is some support from those who say Model D positions the library for modernization. The biggest proponents of Model D have in fact been library employees, who after years of furloughs and uncertainty about the future, are for the most part siding with Landers.

"D is not perfect, far from it," said Leslie Auerbach, a library assistant who serves as the union steward for 85 of the library's roughly 105 full-time, part-time and temporary employees.

"But when we drew back from all the fuss and reservations, we realized they are only models, a framework, and we honestly felt it was the only one that was financially robust enough to be viable," Auerbach said. "It's coming apart anyway. The library was not sustainable before. This just shows how rickety the funding and framework was."

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LIBRARIES

Continued from A4

Auerbach said a number of employees believe D also provides the best, well-rounded service for patrons who can't get to branches or are less tech-savvy.

"The staff will be more mobile under D and be able to add digital services," she said. "They just want the greatest good for the greatest number."

Heather Pereira, a senior library assistant and branch manager at both the La Selva Beach and Capitola branches, said she favors using resources from small sites to enhance services in other branches. She said the La Selva Beach branch expanded its hours this summer, but visitation is still low in comparison to the other sites.

"I think some communities need to prepare themselves for a sacrifice so that the vitality of the greater library system can be maintained," she said.

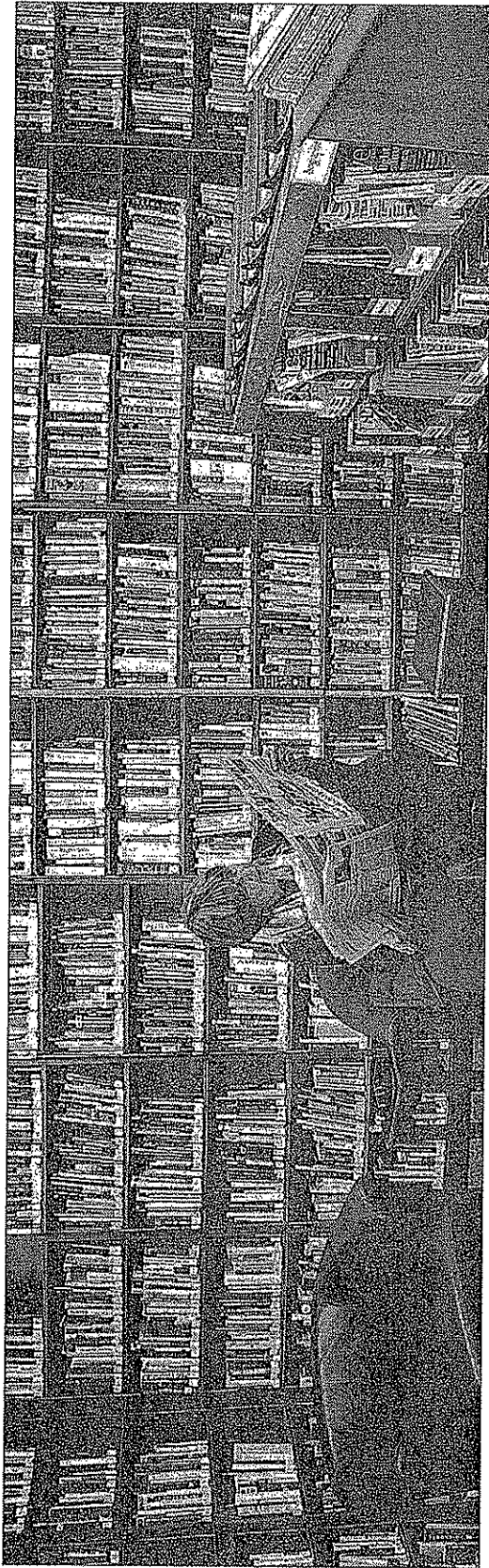
A SPLIT BOARD

Because of the libraries' shaky financial footing, Barbara Gorson, the board chair, said, "A direction has to be chosen." She supports Model D because she believes it maximizes service by creating more open hours on average per branch and is more financially sustainable.

Leigh Pottinger, board vice chair, and several other members agree.

"Model C ends up in the same place we are right now," Pottinger said. "D offers more flexibility, and with C, I don't see any room for growth. I only see it contracting, especially as salaries and I is go up."

Board member Jim Reed,



LARISSA MUELLER/SENTINEL

The Felton branch of the Santa Cruz County library system could be closed under a plan under consideration by Santa Cruz Public Libraries.

district includes La Selva.

Pirie twice took the library director to task in public meetings last week over the recommendation to close branches.

Pirie, who noted that the La Selva Beach is the cheapest to operate at just \$132,000 per year versus \$2.6 million for Central, said she can't imagine why any site should close when the task force presented a model that keeps costs in line and all branches open.

"It is such a small amount of money to keep La Selva open," she said, adding, "There is nothing in Model D that is forward-thinking."

Pirie and Felton resident Nancy Gerdt, also a library board member, said administrative and other costs at headquarters, which account for a third of the system's cost, should be eyed for cuts. The two also point out that personnel costs for C and D represent the same percentage of each plan's total costs, two-thirds.

Two other library board members, Santa Cruz Councilwoman Katherine Beiers,

said the board's split could take a while to heal.

"There is a lack of trust on board right now — between board members, the director and public," she said. "No matter which way this goes, it is going to continue to be hard to repair."

The vote has taken on particular significance for Beiers, a retired UC Santa Cruz librarian, who was the lone dissenter when the Santa Cruz City Council voted to support Model D last week. She said she didn't feel comfortable voting for a model before the public process was completed, which could conclude with a library vote Monday.

But if D is put up for a vote and Beiers votes against it, she will violate the will of the council whom she represents on the library board. The city attorney has warned that she could be pulled off the board by other council members.

Mayor Ryan Coonerty

declined to speculate what repercussions Beiers could face if she doesn't support D, if that is the model voted on by the library board.

"The council made clear its preference to find a model that is financially sustainable," Coonerty said. "I expect Katherine to have that inform her vote."

WHAT'S NEXT

Edie Abendschan, who has lived in La Selva Beach for 16 years and worked as a school teacher for 40 years, is a part-time volunteer at the La Selva Beach branch.

"I'm hopeful that the right choice will be made," Abendschan said. "I don't want this to become a Third World country, where we have the 'haves' and the 'have nots.'"

Like Terrazas, fellow City Councilwoman Hilary Bryant, who helped engineer a non-profit partnership to keep the Beach Flats Community Center from

closing in 2008, has been exploring options to do the same with local libraries, regardless of how the library board votes.

"If the board goes with C, then we still need to see what we can do to shore up these branches," she said. "Whatever happens, the budget picture is not getting better."

The Soquel Memorial Public Library, which the county defunded three decades ago, could provide a model for closed branches. It's run by a volunteer board and open just four hours, six days a week.

But Councilwoman Beiers, a career librarian, said a hybrid model that uses volunteers untrained in reference materials to open reading rooms can't replace the expertise branches offer now.

"It just wouldn't be a library," she said.

Staff writers Kimberly White and Tovin Lapan contributed to this report, as did correspondent Jory John.

Branch closure plan ignites debate over intent of tax measures

Critics say public
voted for increase
to keep sites open

By J.M. BROWN

jbrown@santacruzsentinel.com

SANTA CRUZ — If the city-county library system ever needs another boost from taxpayers, critics of branch closures say voters are likely to say “no.”

In 1996, Santa Cruz voters approved Measure B, a sales tax increase of a quarter of a percent to fund library services, then approved an indefinite extension of the hike, called Measure R, in 2008.

Measure R, which 73 percent of voters supported, supplies nearly half of the library’s total \$11 million in revenue. City sales tax revenue for the libraries is estimated this year at \$5.3 million, with another \$1.4 million coming from the city’s general fund. The balance comes from county property tax and other funding streams.

On Monday, the nine-member library board, determined to set the 10-branch system on a path toward financial stability, could vote on a new service model. Most board members are either backing a plan that closes Garfield Park, La Selva Beach,

SEE MEASURES ON A6

SANTACRUZ SENTINEL 2/13/11

MEASURES

Continued from A1

Felton and Branciforte branches and focuses on technology and outreach to new patrons, or a model that keeps all sites open.

Some board members are working on a compromise and delayed vote. After \$1 million in cuts over the past two years, customers are eager for a new operating plan, but many say the tax measures were designed to save branches.

The ballot argument for Measure R makes a number of pledges, including these:

■ "Measure R ensures that our Boulder Creek, Felton, Scotts Valley, Garfield, Santa Cruz, Branciforte, Live Oak, Soquel, Aptos, La Selva Beach, Freedom and Watsonville libraries can continue to serve you."

■ "By updating book collections, electronic databases and other technologies, Yes on R ensures that information is freely available to everyone. By laying the groundwork for a new Felton Branch Library, Yes on R continues to build the library system we need."

■ "Measure R funds programs, books and electronic resources for every branch library."

County Supervisor Ellen Pirie, a library board member, and other critics say "breaking the promise to voters" by closing branches will erode public trust in future tax measures, especially those for libraries. The plan, they say, would also violate a board policy passed in 2005, when closures were also debated, to keep branches open.

But Scotts Valley City Councilman Jim Reed, a library board member who favors closing branches to shore up greater reserves for future capital projects and rising employee pension costs, says Measure R doesn't promise all branches will remain open. It only promises tax dollars will be spent on libraries.

Former Santa Cruz Mayor Cynthia Mathews, a one-time library board member who authored some of the Measure R ballot language, agrees.

She said library officials couldn't have predicted three years ago that a sustained recession would drain sales and property taxes enough to result in employee furloughs



LARISSA MUELLER/SENTINEL

Micha Scott composes an e-mail at the library in La Selva Beach on Thursday. The branch may be closing as part of an effort to consolidate library resources.

and deep materials cuts. She said she supports the model that trims branches because "the library needs to evolve."

Michael Watkins, the county's superintendent of schools who signed the ballot argument in support of

Measure R, said he is disappointed by the proposal to close branches because of its potential impact on low-income children. But he said, "I am acutely aware of the financial stress of cities and counties statewide."

Watkins said he would look

into how the county Office of Education might partner with other groups to host programs at closed branches.

Former California Secretary of State Bruce McPherson, a former state lawmaker from Santa Cruz who also signed on to the Measure R argument,

said, "I think we have to get the decision-makers so slack, but I think that best libraries should be a priority."

"My preference is that I think it is important to keep all branches open," he continued, "even if it means cutting back time at some of the branches."

The debate over the continuation of Measure R resonates most strongly in Felton.

Library board member Nancy Gerdt, a Felton resident said her town has been promised a new facility for decades a pledge used to garner support in San Lorenzo Valley Measures B and R.

"It's unprecedented to close branches in an attempt to get out and get new customers," she said.

Paul Machlis, a librarian at UC Santa Cruz and a member of Felton Library Friends which was founded in 2002 when the branch was threatened with closure, said "The library is one of a handful of public spaces in a town like Felton that has relatively few such places."

Staff writer Kimberly White contributed to this report.

MEASURE R

The following is the ballot argument used to support Measure R in June 2008, as well as the rebuttal argument published to counteract opponents.

Excellent libraries are essential to our quality of life in Santa Cruz County. Yes on R protects and maintains our libraries with NO increase in taxes.

Measure R is not a new tax, and the tax rate will not increase. Yes on R simply continues existing library funding before it expires. Without your vote, our libraries will lose more than half of their funding, and will be forced to make deep cutbacks in book collections, services and hours.

Our libraries are critical to promoting childhood learning and development. Last year over 600,000 children's books were checked out, and 40,000 kids attended library reading/education programs.

Yes on R maintains programs, summer Reading Clubs and Story Time, and provides books for children. Yes on R increases resource materials for school-

age children, and continues programs for teens/pre-teens.

By providing adult literacy and outreach services for seniors and the homebound, Yes on R makes our libraries accessible to all. By updating book collections, electronic databases and other technologies, Yes on R ensures that information is freely available to everyone. By laying the groundwork for a new Felton Branch Library, Yes on R continues to build the library system we need.

With 1.5 million library visits and 2.5 million items checked out in the past year, our libraries are places to learn for kids, families and communities. Measure R ensures that our Boulder Creek, Felton, Scotts Valley, Garfield, Santa Cruz, Branciforte, Live Oak, Soquel, Aptos, La Selva Beach, Freedom and Watsonville libraries can continue to serve you.

Yes on R includes strong fiscal accountability requirements, such as annual, independent financial audits and independent citizen's oversight to ensure

money is spent as promised.

Signed by:

Gayle T. Ortiz, owner, Gayle's Bakery and former Capitola council member

George Ow Jr., local business owner and philanthropist

Mary E. Hammer, community volunteer

Tila Guerrero, business owner, community volunteer

Dan Hatley, director, O'Neill Sea Odyssey and environmental educator

FACT: Every dime generated by Measure R can only be spent on our libraries — not for anything else. Without Measure R funds, our libraries will lose more than half of their funding, forcing drastic cuts in open hours, collections and future improvements.

FACT: Measure R requires strict financial accountability and oversight beyond that required by law. Published independent, annual audits and citizens' oversight ensure expenses are controlled

and funds are spent as promised to voters.

FACT: Measure R ensures every community in our county monitors Library Spending. Library oversight boards include elected officials and citizens from throughout the county.

FACT: Measure R won't increase taxes. It simply continues support for the excellent libraries our community values — now and in the future.

FACT: Measure R funds programs, books and electronic resources for every branch library — Boulder Creek, Felton, Scotts Valley, Garfield, Santa Cruz, Capitola, Branciforte, Live Oak, Soquel, Aptos, La Selva Beach, Freedom and Watsonville.

FACT: Replacing the Felton branch is a top priority, but there are also plans for Scotts Valley, Capitola and Aptos. Measure R demonstrates sound planning. It ensures every branch library gets its fair share with stable funding for current needs, future operations, and

improvements.

Voter funding has expanded Library children's programs and outreach services to seniors, increased and updated books and other collections, and increased open hours by 70 percent.

Make sure our kids, seniors and community continue to have the resources they need.

Signed by **Mary Lou Goetze**, community volunteer and executive director, Local Human Services Organization

Karen Delaney, director, nonprofit literacy program, Live Oak Library patron

Michael C. Watkins, Santa Cruz County superintendent of schools

Bruce McPherson, former state senator

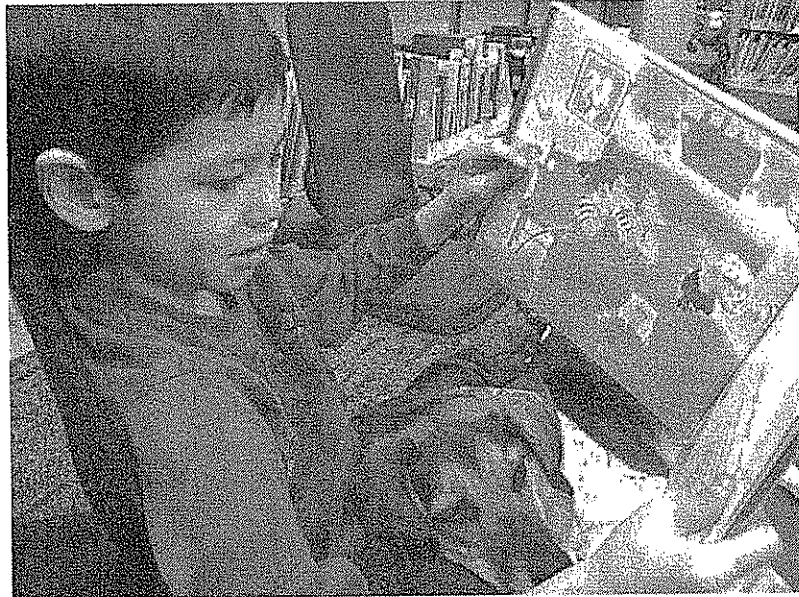
Robert E. Locatelli, pharmacist and local business owner

SOURCE: Santa Cruz County Clerks' Office.

Tuesday, February 15, 2011

Tales to Tails- Kids Read to Dogs at the Library

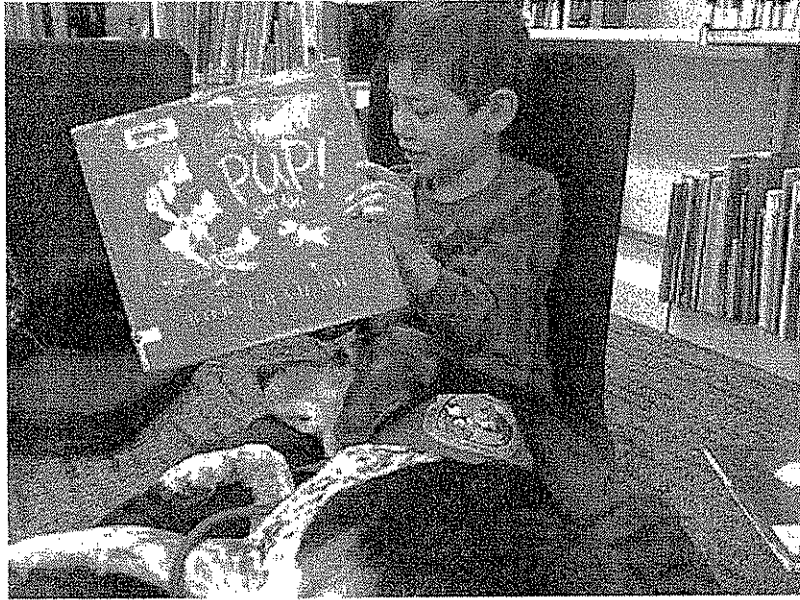
We did a really cool thing this past weekend. I took my 6 year old son, an emerging reader, to the library to read out loud to a dog. Ok, how cool is that?!



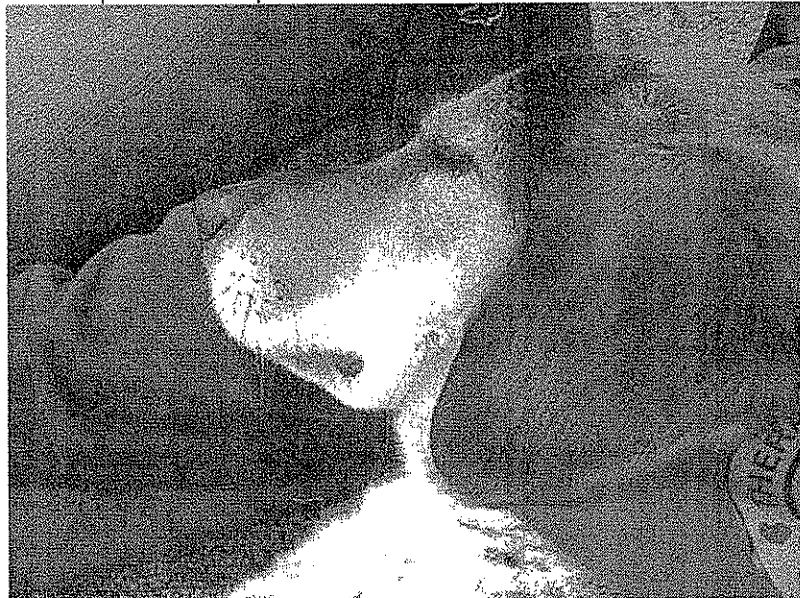
The program is called Tales to Tails and works with the Furry Friends Therapy Dog Group, Therapy Dogs International, and Therapy Dogs Incorporated to bring dogs to the library to listen as children practice reading out loud for about twenty minutes. It doesn't matter at what level your child reads, the whole point is:

Research shows that children who have frequent reading experiences such as reading aloud become more eager, skilled readers. Studies also show that therapy dogs provide a comfortable, nonjudgmental environment for children to practice. Children enjoy choosing a book they think the dog might like and they become more confident the more they read. ~Santa Cruz Public Library

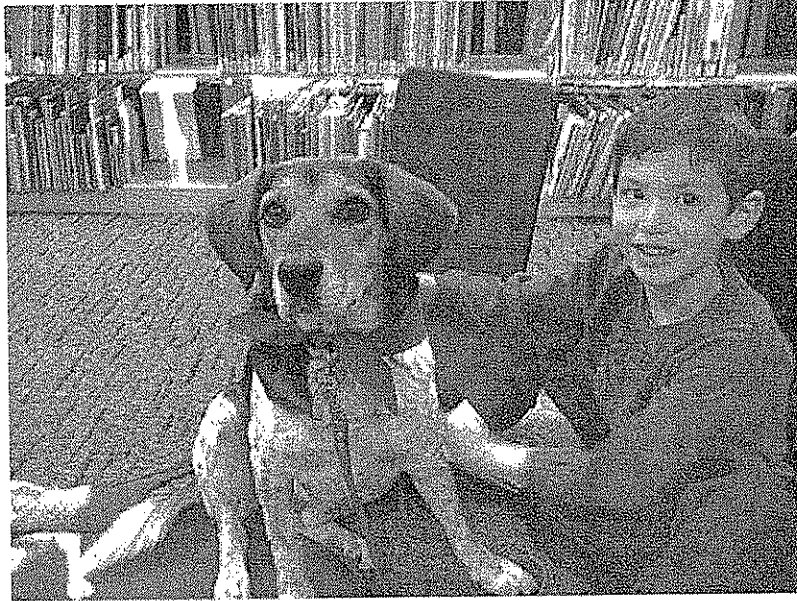
My son, Aumar, recently borrowed a book called the Hallow-wiener about, you guessed it, a wiener dog, and he anticipated reading that book to his dog all week. Even though children are encouraged to read any book of their choice, it seems most pick dog-themed books because they think that's what their dog will enjoy most.



After a brief introduction to the dogs, Aumar had an instant connection with Henry, an adorable beagle, brought by his owner, Sandy. It was truly a warm and fuzzy experience. Henry listened as Aumar stumbled over new words and practiced reading with feeling. Henry was so relaxed he eventually fell asleep in his lap.



After two books, we said goodbye to Henry and his friendly owner, but not before Henry showed us some cool tricks! On our way out, my son received a bone-shaped bookmarker and told the librarian he'd like to come back and do it again. Me too!



This program is yet another of the countless examples of why we love the Santa Cruz Public Libraries. From laptime sing-alongs with babies to preschool story time, free art projects to special concerts, there is always a family-friendly reason to visit the library, besides the books. Plus, we've never met a children's librarian who wasn't the friendliest, most helpful person on the planet.

What do you enjoy about your public library?

Helpful links: <http://www.santacruzpl.org/kids/> and <http://librarydogs.com/>

BOARD POSTPONES VOTE ON BRANCH CLOSURES

Sentinel 2-15-11



DAN COYRO/SENTINEL

Concerned residents who want a chance to speak their mind about possible library branch closures pack the Santa Cruz City Council Chamber on Monday night.

Majority chooses studying rescue of small sites amid projected deficit

By J.M. BROWN
jbrown@santacruzsentinel.com

SANTA CRUZ — Amid applause from dozens of library patrons, the Joint Powers Board of the city-county system voted unanimously Monday night to postpone a controversial vote on closing branches.

The panel said it needs more time to reach a compromise that would address a five-year projected \$6 million shortfall and an overwhelming public call for preserving neighborhood branches.

As he signaled he would over the weekend, when it became clear the nine-member board was split over the possibility of shuttering branches, Santa Cruz Councilman David Terrazas moved at the beginning of Monday's meeting to delay the vote amid the deep division. The board approved the motion after more than two hours of comment from residents, who



DAN COYRO/SENTINEL

David Terrazas motioned to postpone any decision for further review.

crowded around doors outside the standing-room-only Council Chamber.

The board formed a subcommittee to re-examine financial data

and study a hybrid among four service models, first proposed by a task force two weeks ago, and

SEE LIBRARY ON A2



DAN COYRO/SENTINEL

Justina Nichols pleads with the board to save the Felton Library for her and her daughter, Dahlia.



DAN COYRO/SENTINEL

SEIU Union steward for library workers Leslie Auerbach spoke for the union workers at Monday night's library board meeting.

LIBRARY

Continued from A1

report back by the board's March 7 meeting. The subcommittee will be made up of Chair Barbara Gorson, and Capitola Councilman Sam Storey, county Supervisor Ellen Pirie and Terrazas.

"The discussions I've had with neighbors and families makes me feel we need to continue to hear public comment and not make a decision tonight," Terrazas said. "We need to look for a way to find a solution that protects the value of neighborhood services."

After months of study, a 20-member task force proposed four service models, A-D, for the board to consider with an eye toward achieving financial stability, restoring funding for materials and modernizing the 10-branch system, which has sustained reduced hours and employee furloughs to close deficits during the past two years.

Two models proposed closing branches and two others recommended keeping all sites open but with fewer hours. Of the nearly four dozen speakers Monday, 40 advocated against closures and only two speakers, a library employee and an author of the model that closes branches, spoke in favor of it.

"It's very sad we have created this situation where it pits library employees against the public," said Pirie, who opposes closing branches. "It's unforgivable that that is where we are today."

Under the most controversial plan proposed by the task force, known as Model D, the Felton, La Selva Beach, Garfield Park and Branciforte



DAN COYRO/SENTINEL

Barbara Gorson will take part in a subcommittee to explore further options for the library system.

branches would be shuttered in favor of greater investment in capital improvements and technology. Plans that keep all branches open would either create specific focuses, such as technology and genealogy, for certain sites, or keep them as broad-based community gathering places similar to the current model.

Susan Green, a Garfield Park branch user, stood beside her two young sons and told the board, "If you vote to close branches, there are hundreds of kids who will inevitably decide to go to libraries less frequently. You are telling our youth that libraries are not that important."

All models would cost jobs in light of unstable sales and property tax revenues, as well as a combined hike of 17 percent in the estimated cost of worker pensions and health care during the next five years. Yet, the majority of workers support closing branches to maximize resources.

Library assistant Leslie Auerbach, a steward for the union representing 80 percent

of library employees, said 68 of 74 workers who responded to a survey about service models support closures as a fiscally responsible move.

"We can't afford the financial reality that has driven us to this debate," Auerbach said. "There is not enough revenue to keep our system alive."

Scotts Valley City Councilman Jim Reed, a library board member, agreed, saying the system desperately needs modernizing and that "we are overinvesting in branches."

"We have a responsibility to look at the numbers and the numbers tell me that there is only one decision we can make," he said.

But supporters of saving branches reminded the board that Santa Cruz voters passed quarter-cent sales tax increase for libraries in 1996 and extended it indefinitely in 2008, with ballot language implying support for all branches. Several speakers urged administrative cuts and putting branches before investing in more technology.

"I don't care about Kindles," Charles Huddleston of Santa

HOW MUCH BRANCHES COST

The following is a breakdown of costs per branch as allocated across the entire 10-branch system. The figure represents the actual costs per branch and does not take into account services shared between branches, such as information technology, which is performed at the system's headquarters.

HEADQUARTERS: \$4.11 million
CENTRAL BRANCH: \$2.63 million
APTOS: \$514,216
LIVE OAK: \$697,534
OUTREACH AND BOOKMOBILE: \$651,680
SCOTTS VALLEY: \$645,340
BRANCFORTE: \$409,206
CAPITOLA: \$401,853
BOULDER CREEK: \$264,418
GARFIELD PARK: \$238,174
FELTON: \$232,677
LA SELVA BEACH: \$132,036

SOURCE: Santa Cruz Public Libraries administration

Cruz said. "I have books that are 50 years old. That's a great battery life."

But Toni Campbell, a co-author of the model that shuts four branches said, "Without capital investments in our system, you can't modernize."

Thomas Wynn, a Ben Lomond resident who is president of the San Lorenzo Valley Chamber of Commerce and supports keeping branches open, injected a bit of humor on an otherwise grave meeting, offering the board heart-shaped Valentine's Day cookies baked by his wife.

"In no way should that be considered a bribe," he said to laughter from the board. "But there are more under certain circumstances."

AT A GLANCE

POSSIBLE NEW SERVICE MODELS FOR THE LIBRARY SYSTEM

MODEL A

Number of branches: 7
Summary: Closes the Felton, Garfield Park and La Selva Beach branches but increases materials spending to 10 percent of total revenues, versus the 8 percent called for in other plans. Caps employee costs at 65 percent of total budget.

Personnel: 89.7 full-time equivalents
Personnel cost: \$7.1 million
Materials budget: \$1.1 million, or 9.7 percent of total cost
Reserve: \$1 million
Additional fund balance: \$736,855
Estimated total annual cost: \$11.34 million

MODEL B

Number of branches: 10
Summary: Keeps all branches open and calls for materials spending at 8 percent of revenues for the next two years and 8.5 percent for three years after that. Establishes a specific focus for six branches, including genealogy, youth services and technology, and leaves other four as general purpose.

Personnel: 90.4 full-time equivalents
Personnel cost: \$7.5 million
Materials budget: \$930,608, or 8.2 percent of total cost
Reserve: \$1 million
Additional fund balance: \$1 million
Estimated total annual cost: \$11.294 million

MODEL C

Number of branches: 10
Summary: Keeps all branches open and calls for materials spending at 8 percent of revenues for the next two years and 8.5 percent for three years after that. All branches are fully staffed and don't require volunteers to open.

Personnel: 95.4 full-time equivalents
Personnel cost: \$7.6 million
Materials budget: \$988,771, or 8.6 percent of total cost
Reserve: \$1 million
Additional fund balance: \$575,147
Estimated total annual cost: \$11.437 million

MODEL D

Number of branches: 6
Summary: Closes Felton, Branciforte, Garfield Park and La Selva Beach branches and puts materials spending at 8.45 percent of revenues. Provides programs "where the people are" and focuses on technological advances.

Personnel: 89.4 full-time equivalents
Personnel cost: \$7.3 million
Materials budget: \$982,955, or 8.8 percent of total cost
Reserve: \$1 million
Additional fund balance: \$1.4 million
Estimated total cost: \$11.096 million

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Glory Bee honey was \$3.99, Nature's Path oatmeal 8-pack was \$2.79, and Cadia albacore tuna was \$1.45 for a 5-ounce can.

Heather Shannon, 43, of Aptos said Staff of Life offers better prices and the variety she wants.

"It almost killed me that they were closed a week," she said, referring to the weeklong move from the old to the new location. "They have everything, the vitamin center, a huge raw vegan section, a great deli. You don't

SEE GROCERY ON A2

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CONTRIBUTED PHOTO

The producers of the film 'Mavericks' are beginning their search for an actor to portray the late big-wave surfer Jay Moriarity.

Y ON A2

local redevelopment coffers before the state, led by Gov. Jerry Brown, gets its hands on the money to help balance a \$25 billion deficit.

"If you think that state government will do a better job than your local government will do, then you'd

SEE RDA ON A9

THE FUTURE OF LIBRARIES

Library leaders seek financial fix

By SHANNA MCCORD

smccord@santacruzsentinel.com

SANTA CRUZ — Library leaders want to write a new chapter on how to fix the city-county system's financial mess, preferably one in which the denouement isn't shuttering any of the 10 branches.

The nine-member Joint Powers Board of the city-county library system, divided over how to handle a five-year projected \$6 million budget shortfall due to uncertain revenue and rising labor costs, on Monday shunned the four service models proposed for streamlining staff, materials costs and other operating expenses.

The board pulled back from the service models, labeled A-D, after hearing numerous pleas from the

SEE LIBRARY ON A2

Sentinel 2-16-11

Breezy with rain

Highs 52-54
Lows 32-36

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... said the script focuses on one year in the life of Moriarity as he trained to take the wave at Maverick's. Moriarity, who grew up in the tight-knit surf community of Pleasure Point, was only 16 in 1994 when he was photographed by Santa Cruz photographer Bob Barbour plunging off the face of a 25-foot wave at Maverick's. The photo, known as one of surfing's most famous wipeout shots, was published on the cover of Surfer magazine, and suddenly the young surfer was world-famous.

Moriarity died in 2001, a day short of turning 23, diving alone in the Maldives, a string of islands in the Indi-

tic outlook. "Live Like Jay" bumper stickers have been common around Santa Cruz for a decade. The annual Maverick's surfing contest was this year renamed "The Jay at Maverick's" in Moriarity's memory.

Hooper, who grew up at Lake Tahoe and in the East Bay, first heard the story of Moriarity, fitting enough, while on a surfboard.

"It came to me through my producing partner Jim Meenaghan, who also grew up in Northern California, and actually once bought a wet-suit from Jay," Hooper said. "I don't know how we got on the topic, but we were out surfing one day and he started tell-

... into the story, I was fascinated."

Hooper and his team made the trip to Maverick's last winter to test some cameras and get a sense of how to shoot the notorious big wave. Director Curtis Hanson, whose films include "L.A. Confidential" and "8 Mile," had said he would not commit to the film until he was sure he would be able to shoot at Maverick's.

"He felt that if we're not able to create 'Mavericks' to the point in which (Maverick's veterans) Jeff Clark or Grant Washburn can turn to their significant others during the film and say, 'This is exactly what it's like to surf Maverick's,' then he didn't want any part of it."

conversation with other transcendent sports films such as "Hoosiers," "Breaking Away" and "Chariots of Fire," in which, he says, "it's all about the relationships between the characters in those stories and that's what made them shine."

Hooper also is aware of the fact that "Mavericks" may replace 1987's "The Lost Boys" as Santa Cruz's quintessential calling card to the world's movie audiences. "The responsibility on our shoulders is immense. That's why it was such a coup to get Curtis, because he feels as we do that it is a badge that will be displayed before the world about Maverick's, Santa Cruz and the legacy of Jay."

LIBRARY

Continued from A1

community to preserve the small neighborhood branches — Felton, Branciforte, Garfield Park and La Selva Beach, which faced closure under Model D.

In unanimously postponing an inevitably painful decision about the future of local libraries, the board opted to re-examine the system's financial data and draft yet another operating model, a fifth option to be dubbed Model E likely to include parts of the existing plans and new elements.

"It was certainly understandable that the board voted that way," said Library Director Teresa Landers, who had supported closing the small branches. "The goal is find common ground we can build on. The system is financially strapped, but we still have \$11 million. We just need to find creative ways to approach that."

The system's annual budget

is \$11 million, reduced from \$12 million during the past two years. Employees have been on furlough, branch hours have been cut and materials spending has been scaled back to absorb revenue losses.

The board formed a subcommittee that will spend the next few weeks studying how to possibly take portions of each model and create a singular new model that could garner support from a strong majority of board members as well as library patrons.

The subcommittee includes county Supervisor Ellen Pirie, Santa Cruz Councilman David Terrazas, Capitola Councilman Sam Storey and library board Chair Barbara Gorson. It was Terrazas' idea to form the study group.

They are expected to begin meeting in the next few days and provide an update to other board members at the next Joint Powers Board meeting March 7.

Pirie, who lives in La Selva Beach and has strongly opposed the idea of closing the small branches, said the

goal is to have a new proposal for consideration by the end of March.

Delaying a decision beyond March could exacerbate the system's cash crunch this fiscal year, library leaders said Tuesday. A budget must also be approved by July 1.

"One thing we haven't looked at is the administration, reducing or streamlining costs there," Pirie said. "I don't know if that's possible, but in the next few weeks we're going to look at every number. We're going to do a top-to-bottom re-examination. It's so important, it's worth a try."

Gorson, board president, supported the plan that closed several branches to save money for capital improvements and technological advances.

However, Gorson said she believes the group can work together for a solution.

"I do, with the caveat that everyone does need to compromise something," she said. "There is not one position that gives everything they want.

Unfortunately we can't stay the same; there will be an impact. We need to understand that and come up with a clearly articulated description of what that impact is."

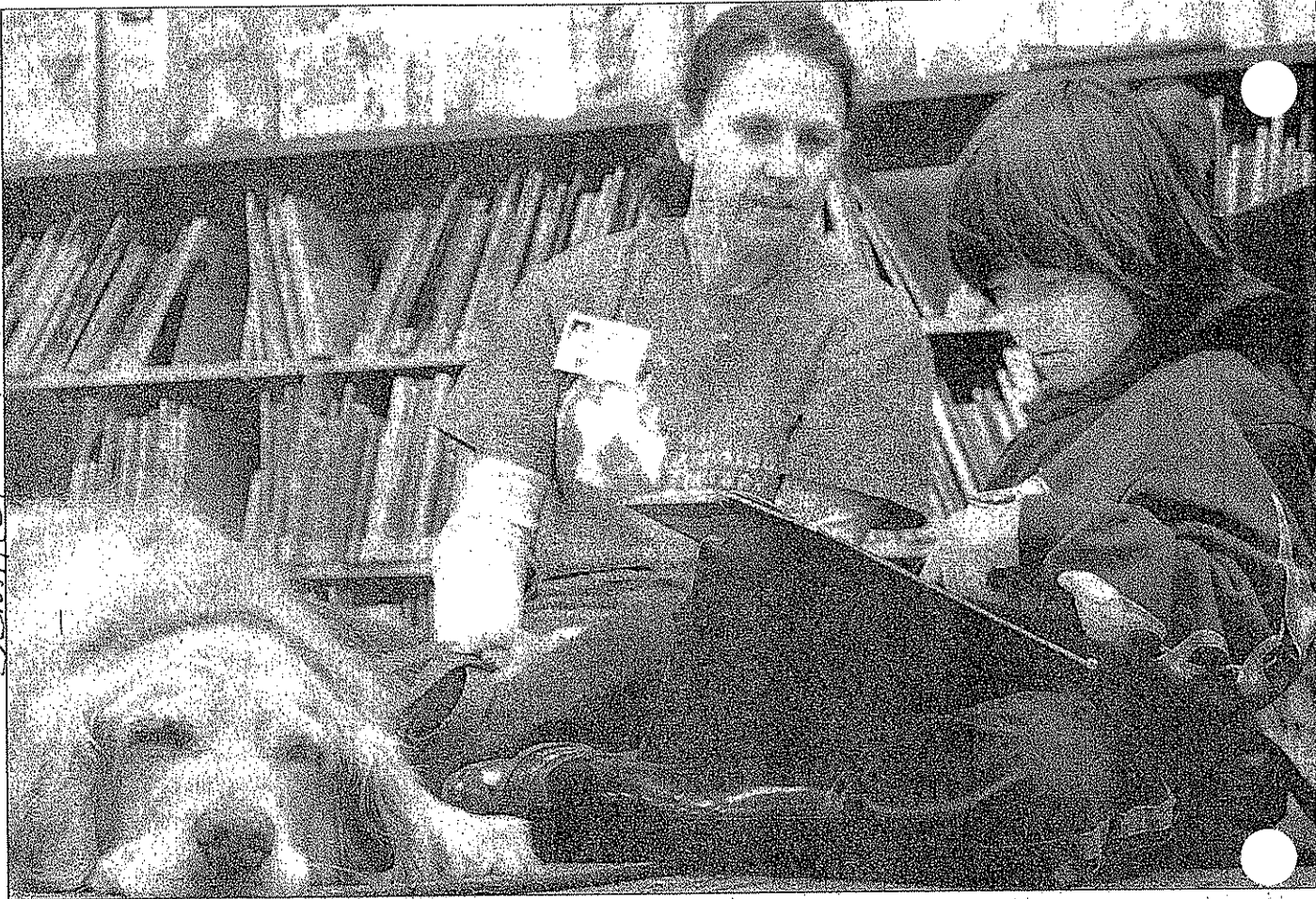
Board member and Scotts Valley Councilman Jim Reed has long advocated for preserving library services at the large branches and slashing costs by closing the four small branches.

He agreed to postpone the vote Monday night to try to "see if there's any way to compromise," though he believes the bleak financial numbers point to an unpopular conclusion.

"I'll be ecstatic to change my mind on the affordability of our smaller branches," Reed said. "But I'll only do that if I see radically new numbers from our finance department. The numbers are so dire, we have to take decisive action to put the library system on the path to permanent sustainability."

Sentinel staff writer J.M. Brown contributed to this report.

Sentinel 2.18.11



KEVIN JOHNSON/SENTINEL

First-grader Kaleb Arroyo, 7, reads aloud to Reading Buddies member Barb Gallucci and golden retriever Lacey on Wednesday.

Paws for reading

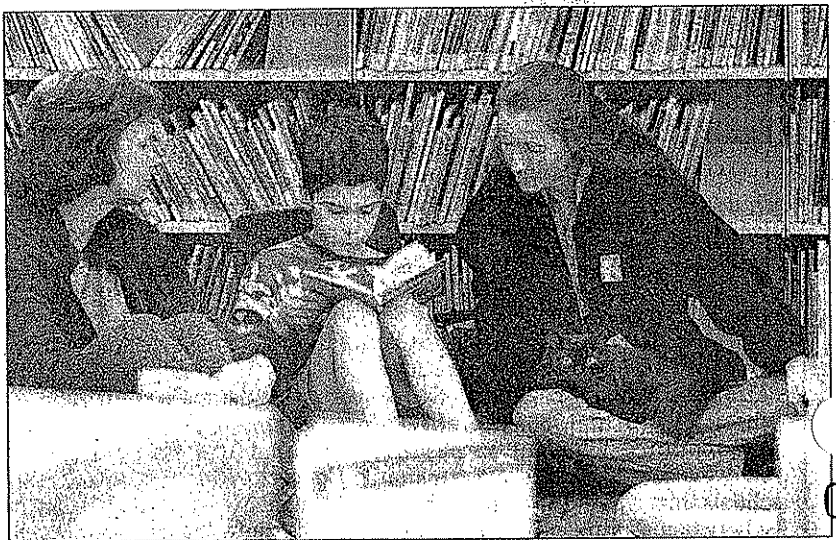
Program aims to pique kids' interest in literature, with animal help

By **KIMBERLY WHITE**
kwhite@santacruzsentinel.com

CAPITOLA — Seated on the floor of the Capitola library, Jasmin MacBird held a children's book in one hand and, with the other, gently stroked the long-haired ball of fur curled contentedly on a nearby lap.

The 2-year-old black cat, Topaz, blinked his golden eyes and cast a gaze around the room as Jasmin continued reading from "Kitten," an educational book from the "Watch Me Grow" series that explains how baby animals transition into adults.

"She's an animal lover," said Santa Cruz resident Sheri Conner, whose 8-year-old daughter is a second-grader at Ocean Alternative Education Center in Santa Cruz. "This program is



KEVIN JOHNSON/SENTINEL

Dante Contini of Scotts Valley reads aloud to his mother, Reading Buddies member Debbi Peters, and Topaz the cat, in her lap, at the Capitola library on Wednesday.

SEE READING ON B4

READING

Continued from B1

made for her. ... She loves animals and loves to read, but she doesn't like to read out loud, and now she loves to read out loud."

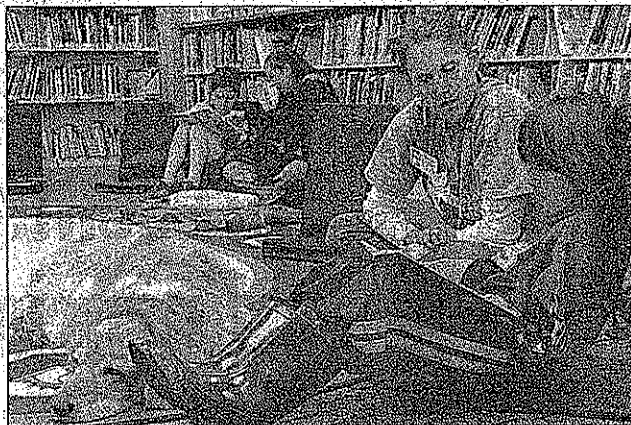
Jasmin, along with two young boys, were among the nine elementary school students who'd pre-registered at the Capitola library Wednesday afternoon for the new "Tales to Tails" literacy program, which launched there in mid-January.

The program aims to increase children's interest in both literature and reading by pairing them up with "reading buddies" like Topaz and Lacey, an 11-year-old golden retriever with amber eyes who lay at Kaleb Arroyo's feet while the 7-year-old boy read the book, "Sam Finds a Monster."

"He struggles a lot with reading" and has a touch of dyslexia, his grandmother, Boulder Creek resident Linnie Livingston, said as he continued reading. When she saw the program advertised through a library newsletter, "I thought it was a perfect fit for him because he doesn't like to read out loud, but he loves animals and he doesn't feel judged."

"It relaxes me when I read to a dog," Kaleb said after he completed his 25-minute session.

Janis O'Driscoll, manager of programs and partnerships at Santa Cruz Public Libraries, explained that reading to



KEVIN JOHNSON/SENTINEL

Reading Buddies members Barb Gallucci, second from right, and Debbi Peters, along with Topaz the black cat and Lacey the golden retriever, encourage elementary school students as they read aloud at the Capitola library on Wednesday.

animals isn't something children want to do in front of an audience, so the program is held during the library's non-operating hours.

"The really wonderful thing about this program is that we have children who are learning to read and need to practice, we have children who just love to read, we have older children who are struggling to read, and we have children who have other kinds of challenges" such as autism or attention deficit disorder, she said.

Melanee Barash, a library clerk at the Capitola branch, said she'd heard about other libraries operating the program and, through her research, discovered San Jose-based Furry Friends Pet Assisted Therapy Services.

Volunteers have their dogs, cats and other animals certified through that or other organizations, such as New

Jersey-based Therapy Dogs International or Wyoming-based Therapy Dogs Inc.

At Furry Friends, the animals go through a certification process that includes etiquette school, as well as having their ears pinched and tails pulled to see how well they handle those situations. After they're certified, they're sent everywhere from nursing homes and hospitals to children's shelters and libraries to work their magic.

Twice a month, on Wednesdays and Saturdays, volunteers with Furry Friends bring their four-legged charges to Capitola to serve as the children's "reading buddies" while individual therapy animals not affiliated with Furry Friends participate on the other days.

Though the program is still in its infancy, it's proved so successful that it

IF YOU GO

TALES TO TAILS LITERACY PROGRAM

WHEN: 3-4:30 p.m. Wednesdays, 9:30-10:30 a.m. Saturdays
WHERE: Capitola library, 2005 Wharf Road, Capitola
INFORMATION: 420-5329

ON THE NET

- To find out more about Furry Friends Pet Assisted Therapy Services, visit www.furryfriends.org.
- To find out more about the Reading Buddies program, visit www.furryfriends.org/RBFAQ.html.

will expand soon to other branches. In fact, the library system learned it will receive a \$1,000 grant next month from the Capitola-based non-profit organization Coastal Dog Owners Group to help promote the program at other branches.

The funds also will be used to purchase books for the children. Every time a child comes to the library to read to an animal, O'Driscoll explained, he or she receives a sticker, and after 10 sessions, that child receives a book.

"When kids are first starting to read, they're self-conscious about reading out loud," Conner said, "but when they're reading to animals, they focus on the animal and the reading happens naturally."

Continued
2.21.11

FINANCIAL PICTURE KEY TO LIBRARY DEBATE

Investigation finds Santa Cruz spending in line with peer libraries



LARISSA MUELLER/SENTINEL PHOTOS

Children play on the stairs leading to the Felton Public Library's door. Budget cuts have winnowed library branches and open hours in recent years. Four more library branches may be closing soon, including the Felton branch.



ABOVE: Eric Chalfant suggests a few Westerns to Charles Strudley in the bookmobile parked outside Strudley's assisted living facility in Santa Cruz. Library Director Teresa Landers wants to increase bookmobile and other outreach services.

MORE INSIDE

- System's total revenue over the years and how employees are distributed, A5
- Salary ranges for library system positions, A7

As branch closures are weighed, panel starts mapping out course for system's future

By J.M. BROWN
jbrown@santacruzsentinel.com

SANTA CRUZ — Today, a panel charting the future of Santa Cruz Public Libraries will take a fresh look at twin strands central to reorganizing the 10-branch system: Prioritizing services and determining their real cost.

A subcommittee of the Joint Powers Board, formed hastily last week amid cries from the public to save small branches considered for closure, will focus on how to modernize and economize within the city-county system while still meeting the diverse needs of patrons spread from Boulder Creek to La Selva Beach.

Underlying that analysis will be harsh fiscal realities that, if not dealt with soon, could easily push the deficit-prone system toward insolvency. Projected hikes in the cost of employee pensions and health care, along with modest estimates for revenue increases, have combined to create a projected \$6 million deficit in the next five years for a system that has only recently begun operating in the black again.

In the three weeks since a library task force proposed four models for restructuring, two of which included closing branches in favor of capital

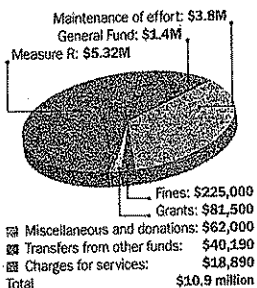
improvements and updated technology, board members and the public have raised questions about the library's spending priorities. Some critics have suggested personnel costs are out of line with similarly sized systems elsewhere, as well as the neighboring Watsonville libraries — claims that a Sentinel investigation has found to be untrue.

Still, opponents of the library director's push to close branches have suggested the size of administration and other divisions at headquarters are too big compared to neighborhood branches. While the cost per branch is hard to enumerate because of shared expenses, it's clear that, by any measure, small branches open just two to three days per week amount to a fraction of overall expenditures, especially when compared to their value in the community.

Top library officials and a majority of employees say closing branches will set the system on better financial footing and position the remaining sites to better serve new patrons. The board subcommittee is tasked with sorting through all of the task force's models to create a hybrid plan, one founded on a solid financial analysis.

SEE LIBRARIES ON A5

LIBRARY FUNDING



SOURCE: Santa Cruz Public Libraries administration

ANTHONY L. SOLIS/SENTINEL

HOW SANTA CRUZ STACKS UP

Here is a comparison of four library systems that are similarly sized to Santa Cruz's system. These figures from 2008-2009 fiscal year are the most recent available from the state and therefore do not reflect personnel cuts, branch closures and materials cuts that have since taken place. The number of branches can include bookmobile or other outreach services.

LIBRARY SYSTEM	POPULATION SERVED	NUMBER OF LOCATIONS	TOTAL FULL-TIME EQUIVALENT EMPLOYEES	PERCENT SPENT ON PERSONNEL	PERCENT SPENT ON MATERIALS	BRANCH LIBRARIAN SALARY RANGE	DIRECTOR SALARY RANGE
Santa Cruz City-County	209,332	11	120.63	66.3 percent	6.2 percent	\$51,396-\$75,924	\$128,964-\$164,568
San Mateo County	283,232	13	112.76	62 percent	11 percent	\$76,488-\$95,604	\$137,328-\$171,672
San Luis Obispo City-County	240,480	16	82	66 percent	9.5 percent	\$49,188-\$59,784	\$104,172-\$126,612
Santa Barbara	227,349	9	75.75	70 percent	4.6 percent	\$72,312-\$87,900	\$125,796-\$152,904
Glendale	207,303	9	99.37	71 percent	5.8 percent	\$64,080-\$79,380	\$117,276-\$146,592

LIBRARIES

Everything is on the table to make sure we have a library system that meets the community's needs and that is financially sustainable for the long term," said Santa Cruz Councilman David Terrazas, a library board member who called for creation of the subcommittee. "We need to take a close look at all our operations and resources."

Split over closing branches, a controversy that drew great public protest at a meeting last Monday, the board voted unanimously to form the subcommittee to hammer out a compromise. Serving on the panel will be Terrazas, county Supervisor Ellen Pirie, Capitola Councilman Sam Storey and Capitola resident Barbara Gorson, the board president.

The group will meet for the first time today and is expected to give a progress report March 7. The panel hopes to present a recommendation to the board by late March in order to give library officials time to craft a July 1 budget that reflects a new service structure and provides a framework for labor negotiations this fall.

SIZING UP SANTA CRUZ

Comparing library systems is problematic because, even when looking at similarly sized populations and number of branches, the level of services and expertise of staff vary each system can vary



Dorothy Russell examines her most recent library book that she borrowed from the bookmobile service outside her assisted living facility in Santa Cruz. "I sure hope the bookmobile continues to run," Russell says. "It's very important to those of us who like to read and can't drive."

Libraries can be measured against each other using other common factors, such as funding streams and the size of their work force, but libraries should ultimately "be designed to meet the needs of the community," said Ira Bray, a library programs consultant for the California State Library. "Everything will flow from that."

To compare the Santa Cruz system to peer libraries elsewhere, the Sentinel reviewed numerous tables containing statewide statistics gathered annually by the California

State Library. The Sentinel chose to compare Santa Cruz — which serves a population of 209,000 and has 11 branches — to San Luis Obispo, Santa Barbara, San Mateo and Glendale in Southern California because they serve between 200,000-285,000 people and have between nine to 16 branches each.

The most recent figures available from the state are from 2008-09. More recent data has been reported by libraries statewide but the data is available only in draft form.

According to 2008-09 numbers, Santa Cruz had the highest number of employees, at 120 full-time equivalents, among the four other systems, with Santa Barbara at the bottom with 75. Facing two years of red ink, Santa Cruz has since cut back to the equivalent of 98 full-time employees, though it now employs closer to 105 total people once part-timers and temporary workers are counted.

Santa Cruz wasn't otherwise a standout for spending. Among the four comparatively sized systems, Santa

TOTAL REVENUE AT A GLANCE

The figures below provide a 10-year snapshot of revenue for the Santa Cruz Public Libraries.

DATE	REVENUE	PERCENT CHANGE
June 2006	\$11.83 million	Not available
June 2007	\$12.34 million	4.3 percent up
June 2008	\$12.65 million	2.5 percent up
June 2009	\$11.81 million	6.6 percent down
June 2010	\$11.08 million	6.1 percent down
June 2011 (projected)	\$10.97 million	1 percent down
2012-2013 (projected)	\$10.98 million	1 percent up
2013-2014 (projected)	\$11.19 million	2 percent up
2014-2015 (projected)	\$11.41 million	2 percent up
2015-2016 (projected)	\$11.63 million	2 percent up

SOURCE: City of Santa Cruz Department of Finance

Cruz spent the third highest on employees as a percentage of overall costs and had the second lowest range for librarian salaries. Santa Cruz had the second highest salary range for its library director and spent the third highest on materials.

The current library director, Teresa Landers, who was hired in 2008, earned \$149,857 in 2010, which includes a systemwide furlough that cut 10 percent of pay. Her counterpart in Watsonville, whose two libraries are on a separate system, earned \$107,091 in 2009.

The salary range for Santa Cruz librarians is wide and based on experience and longevity. Librarians start at \$38,500 annually but can earn as much as \$98,000 at the top rank and step, according to data provided by the library administration and city's human resources office.

However, the majority of

Santa Cruz librarians fall within mid-range salary tiers, earning between \$40,300 and \$75,900 annually. By comparison, Watsonville librarians earn between \$48,400 and \$64,800.

NOT BEVERLY HILLS

Glenn Hanna, a former two-term treasurer of Capitola, presented eyebrow-raising figures at last Monday's library board meeting that stoked the ire of patrons fighting branch closures. Hanna said Beverly Hills, home to opulent mansions and movie stars, spends \$12,000 less per library employee every year than Santa Cruz.

"I support the Beverly Hills model," Hanna said.

But Hanna's figures, as he explained later, are based on simple averages — dividing the total personnel cost by the number of employees in each

SEE LIBRARIES ON A7

HOW EMPLOYEES ARE DISTRIBUTED

The graphic below represents how employees are spread throughout the Santa Cruz library system. Positions not associated with a particular branch are housed at headquarters, but their services are shared throughout the system.

Branches (Number of FTEs)	Percentage
Central (18.8)	19.5%
Scotts Valley (8)	8.3%
Aptos (7.7)	8%
Live Oak (6.6)	6.9%
Capitola/La Selva combined (4.6)	4.8%
Branciforte and Garfield Park (3.1)	3.2%
Boulder Creek/Felton combined (3)	3.1%
Headquarters (Number of FTEs)	Percentage
Access services (17.5)	18.2%
Programs/partnerships (10)	10.4%
Administration (6.7)	7%
Information Technology (6)	6.3%
Public Services (4)	4.2%

TOTAL FTEs: 96 SOURCE: Santa Cruz Public Libraries administration

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LIBRARIES

Continued from A5

system. Hanna didn't account for vast differences between Santa Cruz and Beverly Hills in terms of revenue and population, nor did he consider the range of skills required for different library positions — variables he said shouldn't matter.

In 2009-2010, the Beverly Hills system had 75 employees compared to Santa Cruz's 120 and spent \$4.5 million, or 45 percent of its total expenditures, on personnel. Santa Cruz spent \$8.7 million on staff, or about 66 percent of its total costs.

But Beverly Hills took in far more revenue per capita at \$9.7 million for a population of 36,000, compared to \$11.2 million in Santa Cruz for a population nearly five times larger. The additional revenue allowed Beverly Hills to outspend Santa Cruz 4 percent on materials and 24 percent on other unspecified operating costs.

BASIC ASSUMPTIONS

When the Santa Cruz library subcommittee studying restructuring looks at financial figures, perhaps no others will be more important than revenue and expenditure projections.

Revenue is projected to grow 7.5 percent over the next five years after having fallen 13 percent since June 2008. The city's finance director, Jack Dilles, who serves as the library's financial adviser, said he predicts Santa Cruz sales tax returns — which make up half of the system's revenue — will climb. County property taxes and money from the city's general fund account for much of the library's other revenue.

Dilles anticipates 1 percent revenue growth for the library in the fiscal year starting July 2012, with 2 percent each year for the next three years after that. He predicts similar growth for the city overall.

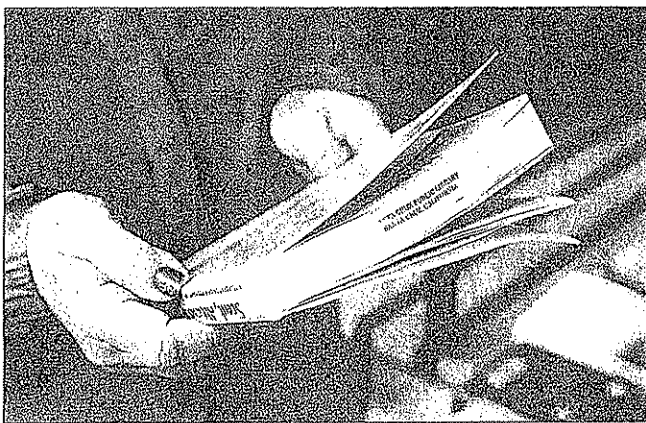
"We think we've bottomed out," he said. "We don't expect a double-dip recession."

The library's current budget is balanced, but it's too early to say how much money will be left when the fiscal year is closed in June, Dilles said. However, city sales tax revenue, afforded by two voter-approved ballot measures since 1996, is expected to provide \$100,000 more this year than estimated, which Dilles regards as a good omen.

Expenditures are more difficult to predict.

The cost of library salaries and benefits are expected to reach \$7.1 million in the current fiscal year, or nearly two-thirds of total expenditures. But the real expense for personnel and facilities moving forward rests largely on how the board decides to provide services.

For the next five years, the library's budget is predicated on ending furloughs, giving a 5 percent step increase for all workers and contributing to a combined 17 percent hike in CalPERS pension rates and health care costs — all of which will add \$1 million each year through 2015-2016, Dilles said.



Gail Farthing holds one of the books sitting at a table outside an assisted living facility in Santa Cruz last week. The bookmobile brings library books to seniors and other readers who are unable to visit a library branch. Many seniors browse and order their books online and swap stacks of books with the bookmobile staff.

When combined with more than \$1 million in other anticipated costs over the next five years, the gap will deepen beyond \$6 million by June 2016 if steps aren't taken to reduce costs.

JOB CUTS INEVITABLE

All four of the service models proposed Jan. 31 by the 20-member task force, even two that keep all 10 branches open, call for job cuts that could be cushioned by early retirement incentives and unfilled vacancies. The model that shuts four branches — Felton, La Selva Beach, Garfield Park and Branciforte — reduces the most jobs, with library assistants and clerks assigned to those sites equaling six full-time positions.

A new staffing plan applied to all service models reclassifies positions in a way that hikes the pay of some employees and reduces it for others, Director Landers said. But the subcommittee is not bound to use the administration's staffing model and is free to determine how much to bank on expenditures estimates overall.

Of the anticipated increases in pension and health care costs, Supervisor Pirie, who is opposed to cutting branches, said, "I disagree with the way those are projected out. It's important not to assume we are going to pick up all of those costs."

Members of Service Employees International Union, which represents 80 percent of the library's work force, will likely be asked by the city to cover a greater share of retirement costs — they currently contribute 7 percent of their pay — as part of talks over the group's contract, which expires in October.

Library assistant Leslie Auerbach, a steward for SEIU workers, said discussion about pension and health care costs should be reserved for the bargaining table.

"Meanwhile, our workers will be supplying the best service they can despite their worries over the library's finances, their shrinking take-home pay, short-staffing and stress," Auerbach said.

Auerbach did not respond to a question seeking comment about the size of administration.

OVERHEAD AT HEADQUARTERS

Supporters of small branches were aghast when the library administration released figures recently showing that headquarters — which includes salaries for the equivalent of 44 employees, utilities and other operating expenses — accounted for \$4.1 million, or nearly 40 percent of total costs. Of the system's total 98 full-time equivalent employees, 46 percent are assigned to headquarters while 54 percent are associated directly with branches.

Branch supporters have rallied around the idea of cutting the size of administration, which Landers said was grossly overstated in the cost figures she provided.

Landers said the administration actually accounts for just 6.75 full-time positions, including herself, a librarian who coordinates staff training and an analyst who supervises human resources, accounting and facilities. She said administration represents fewer than a fifth of jobs based at headquarters, where most positions — including children's librarians, acquisition staff, bookmobile operators, information technology specialists and inter-library loan couriers — support neighborhood branches.

Landers said the combined administrative cost is about \$430,000 in salaries and shared facility expenses, or about 4 percent of total system spending. After cutting two managerial positions recently, which left her the responsibility of overseeing all 10 branches and most of headquarters, Landers said the administration can't sustain further cuts.

"We are anything but top heavy," she said. "The easy cry is always cut management and we have already done that."

But Pirie and others have suggested there might be room to cut at headquarters. Pirie said during the task force's work to create potential service models, "administration was off limits, and it can't be that way."

Terrazas said he will urge Landers to provide figures that demonstrate how the cost of headquarters is shared by branches. He said the subcommittee needs a more accurate picture of what it takes to operate a branch.

HOW MUCH DO BRANCHES COST?

Landers said it's difficult to pinpoint how much a branch costs.

While there are fixed expenditures — like salaries, rent and utilities — materials and services spread throughout the system make costs hard to quantify. The four small branches eyed for closure are open two to three days per week for 13-18 hours total. Central, the system's largest branch, is open six days per week for 47 hours.

"We have always tried to avoid presenting costs in this way," Landers said. "On top of that, even if a facility is not very expensive to operate, the fact that it serves so many fewer people must be factored in."

When Landers presented figures showing the cost of headquarters, she also provided estimates on how costs were allocated across branches — a move she regretted later because it caused a backlash among supporters

SALARY RANGES

Salary ranges for employees of Santa Cruz Public Libraries are based on a step system that classifies pay based on experience and longevity. The positions here include temporary positions on the payroll as of last week, but do not include administrative assistants or maintenance staff.

JOB TITLE	FULL-TIME EQUIVALENT EMPLOYEES	YEARLY SALARY RANGES
Director of libraries	1	\$128,964-\$164,568
Network administrator	1	\$79,020-\$106,956
Librarian IV	3	\$72,444-\$98,052
Librarian III	7	\$51,396-\$75,924
Management analyst	1	\$56,712-\$76,752
Circulation supervisor	1	\$44,916-\$66,360
Library information system specialist	1	\$47,880-\$70,764
Microcomputer technician	2	\$43,524-\$64,284
Library webmaster	1	\$43,524-\$64,284
Librarian II	15.63	\$40,344-\$59,616
Librarian I	1	\$38,544-\$56,952
Senior library assistant	12.63	\$37,008-\$54,684
Bookmobile library assistant	1.5	\$31,356-\$46,332
Library assistants	18.13	\$31,356-\$46,332
Courier driver	3.5	\$29,376-\$43,404
Library clerk	22.78	\$29,064-\$42,936

SOURCE: City of Santa Cruz Department of Human Resources

of small branches.

The figures showed allocated costs for each of the four branches ranged from \$132,000 for La Selva Beach to \$409,000 for Branciforte, which made for a David-and-Goliath comparison with \$4.1 million for headquarters and \$2.6 million for Central. Landers stressed that there would be additional savings from branch closures once shared costs were considered.

Landers has proposed taking some of the savings and reinvesting in online services and other technology to draw more patrons to the libraries, which she said are a generation behind the times. She also wants to increase bookmobile and other outreach services, which at \$651,000 annually cost more than each of the four small branches.

"I am not saying we can't find a way to keep 10 branches open in some way, but by my calculations it will need to be done creatively so we can achieve the necessary savings without sacrificing services throughout the entire system," she said. "That is what the subcommittee is going to try to do."

Bookmobile customer Dorothy Russell, who lives in the Dominican Oaks retirement home, said, "I sure hope the bookmobile continues. It's very important to those of us who like to read but can't drive."

Hanna, the former treasurer of Capitola, argues Santa Cruz should assume there will be 10 branches and re-examine wages and benefits to afford it. He said closing facilities

shouldn't underwrite personnel expenses that he continues to argue are out of step.

"This is not a financial issue," he said. "It's an ideological one."

Sentinel staff writer Donna Jones and photographer Larissa Mueller contributed to this report.

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SC Sentinel

COAST LINES

CAPITOLA

City to hold community meeting on new library

The city of Capitola will be holding a community meeting to gather input to identify community library needs and priorities as part of a public discussion and brainstorming session for a new Capitola Public Library.

The meeting will be March 1 from 7-9 p.m. at the Capitola Community Center, 4400 Jade St.

Capitola City Councilman Mike Termini, Barbara Gorson, chairwoman of the Library Joint Powers Board, members of the city of Capitola Library Ad Hoc Committee and city staff will all be in attendance. Anyone interested in the new library is encouraged to attend.

The city of Capitola is in the planning and development phase for a new library. The city has an existing agreement with Santa Cruz County to fund a minimum 7,000-square-foot library with redevelopment funds.

Last year, the Capitola City Council selected the current library site as the future home of the library.

2/19/11

AS YOU SEE IT

Volunteers could help save the libraries

The board of the Friends of the Libraries has not actually voted to support any service model of the recent task force. However, a number of us on the board are very concerned about the direction of the library system. Some of us are not sure the director of the libraries, Ms. Landers, shares our community values when it comes to the importance of the local branches in the county. I know she is not enthusiastic about using volunteers to help staff the branches so they can remain open, despite the fact the Friends has a very good pool of volunteers willing to serve and an excellent volunteer coordinator. With an attitude like that, the future of our libraries is uncertain, indeed.

ROBERT RIBLE, treasurer, Friends of the Santa Cruz Public Libraries

Cut city administrative staff, save the library

I attended the library closure meeting. What struck me was the lack of vision. Instead of improving libraries, I saw PowerPoint and statistics. The Martin Luther King

Library in San Jose has rooms for teenagers to hang, socialize and read; another for children, cubicles for private study, a coffee shop within the building. Instead of giving money to Starbucks, go to the library — a true community center.

I'm a cancer survivor. I remember this story. A woman has cancer. She and her husband think of how they have to sell the house. The husband leaves and returns with a sapling. And he looks at his wife and says, "We're not going anywhere, we're going to watch this tree grow."

Eliminate administrative salaries in the city. If they have managed in the past and overextended their staffs, they're the ones who should be closed. Let the library grow.

FRED REISS, Mount Hermon

Lehrer's musical theater class was legendary

Wallace Baine's comments on Tom Lehrer left out one thing: his famous UCSC class on American musical theater. Every two weeks, in a packed student lounge, they presented an hour-long reading/performance of a musical, including all the songs. Tom preferred non-majors, coached them and accompanied the performances himself. Lines stretched around the

building, sometimes in the rain. Even after 30 years teaching the class, Tom seemed never to forget the names of any of his students, certainly none of whom have ever forgotten him. Truth be told, he also wrote a few songs for people and productions here, and occasionally accompanied as the shadowy figure in the background. Google Daniel Rapp, Life Elements and hear Harry Potter declare "Tom Lehrer is my idol," before launching into a breakneck version of "The Elements." The CD/DVD "Tom Lehrer Collection" is priceless and I hope Wallace Baine won't give up trying for that interview.

ANGIE CHRISTMANN, Santa Cruz

Chihuahua letter made my day

With all the bad things in the news, thank you for starting my day off with a laugh. Richard Huffman's Chihuahua letter was hilarious. I won't be missing any Chihuahua any time soon. I've sent his letter to my sister in Arizona, who has passed it on to my aunt in Wisconsin, who will keep it circulating around the globe. How about a place for Huffman on your writing staff?

ARLETTE LEES, Corralitos

Volunteers have saved libraries

Yes, volunteers not only could help save the libraries, they can and already have saved libraries. As a case in point, in the early 1990s when all funding was cut except for the head librarian in San Benito County, the library was kept open by a cadre of 22 volunteers who cheerfully aided Master Librarian Jo Wahdan, a retired drill sergeant who handled all of us with amazing efficiency and a no-nonsense operating ethic. Prior to teaching my evening class of 30 Mexican workers who lost their jobs when the Hollister tomato cannery closed, which met every evening from 5:30-9:30 p.m., on Fridays I would come to the library at 2 p.m. and work in the children's section until 5 p.m. Of course, there was a lot of time spent assisting adults in their search for materials. Eventually, funding was restored and the library went back to its usual scheduled operation. Surely, in Santa Cruz,

The Friends of the Library, under the direction of Head Librarian Landers could easily assemble a plentiful number of volunteers for each branch, so everyone in the county, including myself, could go to the main or a branch library and be served by a willing, helpful staff. This way, service and schedules are not disrupted. When monies are found, then paid professional library workers could be hired to replace the willing, and now tired, volunteers.

RICHARD LYNDE, Watsonville

SENTINEL
2.12.11

Future of libraries on the line

I am disappointed with Mayor Ryan Coonerty and the Santa Cruz City Council, with the exception of Katherine Beiers, for voting to support closing library branches before the Library Joint Powers Board hears additional public input on Feb. 14. The council has undermined the integrity of the task-force process, which produced four fiscally sustainable models for future library service for the Joint Powers Board to consider. Not one of the other parties to the Library Joint Powers Agreement (County Board of Supervisors and cities of Capitola and Scotts Valley) has felt the need to direct its JPB representatives to vote for a particular model.

Public input to the Joint Powers Board so far has been overwhelmingly supportive of keeping branches open. Further public input will be heard at the JPB meeting 6:30 p.m. Feb. 14 in the City Council chamber. The future of our libraries is on the line.

MICHELE MOSHER, Felton

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DON MILLER: Editor
MIKE BLAESSER: Internet Director
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*Continued
2-13-11*

AS WE SEE IT

Library board too divided

*Delay vote on polarized
reorganization plan
to seek compromise*

Santa Cruz County residents love to say we live in a unique network of communities where local government responds to the will of people who make up these distinct areas — which explains the polarization engulfing our local library system.

Simplifying is always dangerous, of course, but the split among the Library Joint Powers Board, charged with running the city and county of Santa Cruz library system — which does not include the separately run Watsonville library — seems to come down to this:

After voters agreed in 2008 to a permanent quarter-cent sales tax increase to fund the system, the library's director and several board members want to deal with a fiscal crisis by closing four small branches and taking the system into a future where technology and mobile resources meet the needs of future generations.

Understandably, people in the smaller communities who might lose their library branches are upset.

Monday, the board is due to decide on how to proceed.

We urge them to listen, discuss — and then work harder to find a compromise position — and an option with greater public support.

There are two options put together by a 20-person task force generating the most discussion: "C" (keeps the small branches open) and "D" (doesn't, and uses the money to set up a capital reserve ostensibly to go for new technology and other resources). Both have flaws.

Keeping the Felton, La Selva, Branciforte and Garfield Park branches open keeps the library system where it is — with shrinking financial resources, higher costs, outdated delivery systems and fewer hours open. It's also a question worth asking if the library system should take on the responsibility of maintaining what are community centers for seniors and kids, as well as library branches.

But Option D, which closes the four branches and keeps six open, has flaws as well. It may be taking the system where many present library users don't need or want it to go. There is also a feeling of betrayal among people who supported the 2008 tax measure, which indicated branches would stay open and that Felton would get a new library building.

There also is the perception the Central library in Santa Cruz is the main beneficiary of Option D, at the expense of other areas of the community. Certainly, the great majority of people visiting a local library come to the Central branch, or the Aptos branch, which gets the second most use. The new Scotts Valley branch, built with redevelopment funds, also will draw a lot of users.

Finally, it's less than conclusive the actual savings in Option D would be that substantial.

We've heard some good ideas from both sides that deserve further consideration. One is incorporating more volunteers to operate "repurposed" small branches that would include some library services. Another is to take a much more critical look at overall administrative costs. Admittedly, this could be tough, if only because this category includes materials management and acquisition — vital to keeping the system relevant.

All that to say, the issue of how a library system dependent on falling tax revenues can proceed has not been decided, despite the passions and arguments on both sides.

We realize that even in tough times, no one wants their particular program cut. But, politically, the branch-closing option may not have the five votes necessary to pass, which would put Library Director Teresa Landers in a tenuous position, since she strongly backs "D."

We reiterate. The board should step back, and return later this month with a compromise between the two likely options that has broader community support.

Sentinel 2-15-11

Library system loaded with fat at the top

Santa Cruz library: Cut the bloat at the top.

In the discussion of library cuts, no mention was made about cutting the library headquarters budgets. The library headquarters consumes a budget amount equal to the total cost of all branches, or slightly more than twice the cost the downtown Central Branch. So why are we only discussing branch closures when the library headquarters consumes a third of the library budget?

DENNIE VAN TASSEL, Santa Cruz

Libraries could charge a small fee for rentals

I was reading about the library funding issue. I loved the library as a child, my mom took us weekly. In my life now, I don't really utilize the library, but am happy to support it with my property taxes and sale taxes in the same way it was provided for me as a child. I read that in 2008 2.5 million items got checked out. What about charging 35 cents an item? That could raise more than \$875,000 to close the gap. A family with three kids checking out five books a week each would be a total cost of \$21 per month. It might mean skipping the movies one weekend. The fees could be waived or reduced for low-income, unemployed or disabled community members. Or everybody gets a free pass for so many items a year and after that, it's 50 cents an item.

There are many services in our county that are partially funded by user fees. Such a model should be considered for the library system. It would still be a real bargain.

KATHY RILEY, Santa Cruz

Sentinel 2.15.11

Sentinel 2.16.11

Library articles balanced, informative

Kudos to J.M. Brown for the articles in Sunday's paper regarding major issues surrounding the library budget. They provided an informative, balanced analysis

of what's at stake and what the comparative costs are for each of the proposed plans. And thanks to the Sentinel as well for its coverage of local issues. When the paper changed ownership a few years ago, I worried that the quality would deteriorate; instead, I think it has changed and perhaps improved.

LINDA LARKIN, Santa Cruz

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AS WE SEE IT

Library delay the right call

*Board can build on
community support for system*

Considering the divisions created by a proposal that would shutter small branch libraries, the board that guides the city-county library system had little choice Monday night but to punt.

By "punt" we mean they realized the decision about how to proceed while facing a considerable financial crisis was not going to be settled at that meeting and needed to be sent out into the greater community that uses, and pays for, the library.

In this space Sunday, we said the nine-member Joint Powers Board needed to look for a compromise solution that has much broader support than the option some board members and the library's director had been advocating. While it's necessary for the library system to consider its future, many county residents don't want to lose what they already have.

That option — one of four proposed by a task force — would have closed four small branches, while expanding hours at the other branches and starting to put away funds for technological improvements and other capital projects.

But this option probably didn't have enough votes on the board itself to proceed, despite backing from the director, library staff and even the Santa Cruz City Council.

Based on the response, however, people from areas outside Santa Cruz did not agree, either.

Advocates for Model D — which would close the La Selva Beach, Felton, Garfield Park and Branciforte branches, while leaving open six larger branches, including the downtown Central Branch — may not have understood the need to build a communitywide coalition of support and understanding.

They also may not have realized that people who voted in 2008 to permanently extend a quarter-cent sales tax to fund the library system felt betrayed when a little more than two years later, library officials wanted to close branches.

With the delay, the board and the library director, Teresa Landers, should consult with community leaders and residents to come up with a new option that will give people an opportunity to keep their branches open in some form, perhaps using volunteer staff, while cutting costs in other strategic areas — admittedly, no easy feat.

But the board can move forward knowing they have a community that really cares about a thriving library system. That's a great place to start in finding a new option both more inclusive and more supported.

Privatize the library

Sentinel 2.22.11

Your recent editorial alleges that people who voted in 2008 to permanently extend the dedicated sales tax to fund the library system felt betrayed when some library officials wanted to close branches. As one who supported the library tax, I say, "Well ... not exactly." Rather, any feeling of betrayal is better directed to the existing agency that had been entrusted to create and maintain a superior library system for our community, not one that can't even keep the doors open at its branches. After all, most other

communities aren't burdened with this additional tax and yet provide an adequate, multi-branched library system for their citizens. The current library governing board ought to advance an additional plan, as your editorial recommends, that will turn out the current operators who have wasted precious tax dollars for a sub-par, part-time library system and quickly replace them with contracted private operators who know how to provide great library services at competitive costs. We didn't vote to support another bloated, inept government agency. We voted to have a community library system superior to most. If it requires private jobs to replace public ones to bring that about, then so be it.

HARDING McC RAT, Freedom

Sentinel

2.22.11

Put a donation box on library door

In this era of rapid technological expansion when many people rely on websites for both information and social interaction, our public libraries may be the final frontier where members of a community can gather together nonvirtually. Many institutions and services have come to rely on donations for their survival. Why not have a donation box inside the door of each library perhaps with a suggested donation of \$1 per visit. Many people would be glad to pay such a nominal amount and for those who cannot, the library would be, as it always has been, free. My greatest fear is that some day my grandchildren may ask me "What's a library?" or even worse, "What's a book?" Let's find a way to preserve this important community resource.

DEDE CARROLL, Aptos

Sentinel

2.23.11

The peasants should have a library voice

Thanks for keeping up on the library story. Your comparisons to other systems are extremely useful. I find the personnel info somewhat shocking: clerks (lowest pay; no library science degree) get \$29-43K a year (at full-time) plus health and retirement benefits to which they contribute little or nothing. I may be out of touch. Is this a former student job, which has been converted to a career by the SEIU, as it would appear? Satisfyingly, Director Landers expresses regret for having released the figures on the per-branch costs, because her opponents have turned the figures into an argument for keeping branches open: Felton, Garfield, Branciforte and La Selva cost little to maintain, but they keep us peasants happy. Per your chart, the Santa Cruz library director (that would be Ms. Landers) must be among highest paid of her cohorts. It's useful to note that half the budget comes through Measure R, a sales tax that falls on the peasants. Should we have a voice in the issue? Of course.

JANE WALTON, Santa Cruz

Sentinel 2.24.11

Library donation boxes a good idea

As a longtime library supporter, I was supportive of the Feb. 22 Sentinel letter suggesting having a donation box inside libraries to help with their costs. However, I might have a suggestion to eliminate costs that might be involved with staff handling such donations. At the Watsonville library, and I suspect other county branches, there's a Friends of the Library used-book sales area. A deposit box is in the area to pay for purchases, then those monies are collected and accounted for by Friends members on a purely volunteer basis.

Those donations are provided to the library for requested uses as approved by the Friends board. In this manner, the entire donation goes to the library with no administrative costs. I usually drop a dollar or two into the Watsonville Friends box whether or not I purchase a book. Give it a try.

STEVE BANKHEAD, Watsonville

AS YOU SEE IT

Good budget ideas

Hat's off for your editorial suggestions (Feb. 23) to help our budget woes. The amount we spend being the world's policemen is deplorable. The fact that we spend \$760 billion annually on defense, more than the next 14 largest countries in the world, is staggering. The additional suggestions to raise the retirement age and, especially, your simplified tax reform system are icing on the cake. Thank you for your well-grounded ideas.

LYSE CLIVAZ MCGILVERY, Santa Cruz

Keeping public informed

Congratulations to the Sentinel writers for keeping the public aware of the proposals for a financially sustainable library system. Without informed citizens, it seems the new head librarian and committee D would have killed four branch libraries and attempted to impose sudden transformations upon the others. The library board must remember that the primary purpose of the libraries is to provide the public good access a broad variety of information. The needs and desires of library users are fundamental and must be given priority. It must take priority over theories on the future form of libraries, desires to remodel buildings, providing generous benefits for employees, or the opinions of the new (and very well-paid) head librarian. The library board should maintain our

branches and gradually restore services, materials and equipment as funding allows. Volunteers and donations should be encouraged. Let the library of the future evolve gradually with major public input; no extreme changes promoted by vying committees over the expressed wishes of library users.

GORDON LION, Santa Cruz

Preview of a Tea Party future

Anti-union sentiment is on the rise again in America. Look at the confluence of peoples gathered in Wisconsin, the center of the ongoing GOP union-busting campaign. The Koch brothers are throwing around their monetary influence to Tea Party Gov. Scott Walker and his coterie, the unions have taken to the streets and the media is there in force. Wisconsin has a \$3.6 billion budget deficit that Gov. Walker and Republicans are blaming on the unions, while NPR and most news outlets have placed the huge tax cuts for corporations and wealthy individuals as the determining factors for Wisconsin's financial woes. Let's hope the truth surfaces through all the biased opinions. Gov. Walker went on Fox News to plead his case, so we know where he's coming from. Ordinary Wisconsin residents are in the streets supporting the unions and teachers. What is happening in Wisconsin is a preview of the future of America under Tea Party leadership.

RON LOWE, Santa Cruz

Fastest economic solution for US

The wealthy prosper while the middle class and poor suffer though austerity. It doesn't have to be that way. Back in the early '50s when Ike was president, the tax rate for the richest people was 80 percent. The tax rate for the top pay-earners never went below 70 percent until the mid- or late '70s, and that top pay was rarely more than \$700,000. Social Security is not an entitlement; we put the money in there. The only time it is an entitlement is when the government dips into it to pay off its debt. I say the tax rate for the richest people in America and the multinational corporations is an entitlement program that no one wants to look at. Stop the tax entitlement to the rich and large corporations, get rid of the austerity program that only falls on the poor and middle class, and we could have America back on its feet in no time.

DEAN OJA, Boulder Creek

No freedom of religion

The government of Afghanistan is at it again. A person named Said Musa has been accused of the crime of converting from Islam to Christianity. As is the case in many Muslim countries, such a crime is punishable by death. There is no respect there for freedom of religion and conscience. Is this what our soldiers are dying for?

BOB HULSEY, Ben Lomond

SC Sentinel 2/27/11



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Breaking News: Santa Cruz's Plan to Vote on Library Model Raises Hackles

The Library Joint Powers Board will hear a presentation and community comments on four visions for the future of Santa Cruz County's branch library system on Feb. 7, but will not vote on a model until at least Feb. 14. The City of Santa Cruz, however, will get a presentation from library director Teresa Landers and is scheduled to vote on a model Feb. 8 and that is not sitting well with some people.

Why? Because it appears Landers prefers a model that would close branches. That is not a popular position on either end of the county, where library branches are seen as an integral part of the community.

Landers said Santa Cruz is the only jurisdiction that took her up on an offer to make a presentation. While she does not name a preferred model in the summary she provided to that city, to county supervisor and library board member Ellen Pirie, it is clear that Landers would support branch closures over two models that keep all branches open.

Pirie said that given past battles and board decisions to save branches, she does not understand why one of the two plans that keep all branches open would not be the top choice. Pirie's district include La Selva Beach, the system's smallest branch and one slated for closure in two models.

Friends of the Felton Library sent an urgent email Monday morning asking supporters to attend the Santa Cruz meeting. One of its rallying points is the county-wide support for the sales tax levied to fund libraries, which many believe came with a promise to keep local branches open.

"We are concerned that the council, presented with a heavily weighted introduction from director Landers, may vote to direct their two representatives on the Joint Powers Board to support an option that would close branches," the email stated.

Landers said Santa Cruz "has a lot more on the line than anyone else. They are a major player and have the right to have their wishes expressed."

Santa Cruz handles the finances and personnel side of the library system through a contract that pays it 5 percent of the annual library budget. Landers reports to both the library board and the Santa Cruz city manager.

"My job is to provide analysis and evaluation and recommend policy," she said. ■



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Library Task Force Releases Report on Future Models

By Linda Fridy

For nearly six months, library managers, union leaders, board directors and volunteers worked on different ideas for reorganizing Santa Cruz County's library system and 10 branches. The results are four alternatives ♦ radically different and likely to spur much debate.

The four different visions of how to operate Santa Cruz County's library system, outlined in a just-released report, each emphasize sustainable service models. The intent is to retool the county's library system so it operates within its annual revenues and doesn't furlough workers.

Options range from closing four of the current 10 branches and increasing outreach to relying heavily on an expanded volunteer base to keep all branches open and provide special programs.

The 117-page report was released online Jan. 31 and will be formally presented to the Library Joint Powers Board at a Feb. 7 meeting.

Discussion will continue with a possible vote on which model to pursue at a second meeting on Feb. 14.

The study came in response to falling tax income that caused significant cutbacks to open hours at branches stretching from Boulder Creek to La Selva Beach.

The 20-member task force came up with four different service models.

Two of them would close smaller branches and concentrate staffing and improvements on the largest and historically busiest branches, while two others would keep all 10 branches open for at least some services and rely on volunteer support to augment paid staffing.

Consolidating Sites

Two models sought to save money by operating and staffing fewer branches.

Model A has a primarily financial focus, rather than looking at service needs. It increases the amount of money available to purchase materials and establishes a larger capital reserve. It holds personnel costs to 65 percent of the budget.

Branches in Aptos, Capitola, Live Oak, Downtown and Scotts Valley would remain "full service" locations. Boulder Creek would have a children and teen focus, while Branciforte would specialize in technology.

This model closes three branches, La Selva Beach, Felton and Garfield Park, although it suggests that Garfield Park could house a genealogy collection with volunteer staffing.

Crime Beat

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People

Pioneering South County Educator, Leader Ann Soldo Dies

Model D also looks to consolidate branches from the current 10 down to six, but emphasizes increasing outreach and programs to take library services into the community. Downtown, Aptos and Scotts Valley would be remodeled to maximize efficiency and provide the most open hours, while Capitola, Live Oak and Boulder Creek would focus on youth services.

Keeping Existing Branches

The other two models continue to use all 10 branches, although in different ways. They look to rein in costs by increasing the use of volunteers.

Model B has a focus on literacy, from reading to cultures to technology. This proposal maintains some service at all 10 locations, but direct each branch to offer different service and avoid redundancy.

Two facilities, Boulder Creek and either Capitola or Live Oak, will become community learning centers focused on youth with homework help and learning-to-read programs. Branciforte will be converted to a technology lab and Garfield Park will become a local history center.

The smallest branches, La Selva, Felton and Garfield Park, would operate with a team of one volunteer and one staff member to remain open. La Selva Beach has already been using this approach since last summer as a way to increase its open hours.

Model C emphasizes the use of volunteers to expand and create new adult programs while keeping library services at all branches. It saves money by reducing staffing for reference and readers' advisory services. That's the often combined job of helping locate specific information and working with a patron to match past reading preferences or needs.

Other Changes

As part of the planning process, library director Teresa Landers worked with a staffing expert to identify a baseline staffing plan, what she described as "what has to happen to keep the doors open and keep the materials moving."

Aside from specifics that will be determined by the model eventually adopted by the board, that process found efficiency savings by centralizing personnel who select materials and who design and provide programs, she said.

The question of reference and readers' advisory staffing varies by model, although most looked for ways to save there. For example, Model B would target after school hours and weekends for reference staffing, when there is a greater demand. Another option is to have that staff available by Skype, a computer linked connection that would let patrons in one branch ask questions of a live librarian in another.

The models also split over the value of adding automated materials handling systems, which help with the initial receiving and sorting. They aren't cheap — up to \$250,000 for a larger volume branch like Downtown, Landers estimated, plus the cost of remodeling to accommodate the equipment.

Some models do not include the technology, asking if the cost is appropriate given the likely change and decline in the amount of physical materials libraries will handle in the future. Other models include them with the expectation that costs will quickly be recouped by reduced personnel expenses.

Next: The Debate

The Feb. 7 meeting is dedicated to introducing and discussing the various models. Landers said the board hopes to accommodate as many community comments as possible, but may put a total time limit on that portion of the agenda.

She declined to say at this time which model she would recommend, although she will give the board her preference if asked.

Postmarked

B is for Brickstacking

"In my mind, the question is how we look at the future and how these models prepare us for what's coming," she said.

In the past, residents served by the smaller branches have been vocal advocates for maintaining library services in their areas. The division in philosophy between those who believe the system should not abandon a physical presence in outlying communities and those who think those branches are a drain on the system is evident in the models.

The team that created Model D, which would close four branches, appears to defend the choice by writing, "Patrons must access a branch that is five to ten minutes away from their current neighborhood branch."

That assumes the patrons are driving, which is not the story advocates of Garfield Park and Felton tell when they describe students walking or riding bikes to the library after school. The task force members who worked on Model C reminded the board that the promises regarding extended hours and services made to the community during the campaign to pass the quarter-cent sales tax in 1996 and 2008. The team that wrote Plan B say continued full branch service is the best chance to gain future voter support for capital improvement bonds. ■

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Next Story: Proposed Budget Protects School Funding, but Only if Voters Pass Taxes in June »

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RDA Uncertainty Puts Capitola's Rispin Decision on Hold

Demolition, Skate Park, Hotel and Library Await Answers on Future RDA Funding

Linda Fridy

Capitola owes much to California's redevelopment funding during the past three decades — the 41st Avenue shopping corridor, Brown's Ranch Center and other commercial ventures that keep the city's sales tax pump primed.

It also has produced steady revenue for the city, supporting some police and general management staffing. Most of the RDA's low-income housing money has been given to local non-profits instead of supporting city-partnered developments.

Depending on whom you talk to, most of the future RDA funding has been slated to construct a new library and open a park on Wharf Road. The park would be completed after the RDA-owned Rispin Mansion that now sits on the six-acre site is demolished. The RDA is also supposed to pay for the demolition.

According to one recent resident survey, the park on Wharf Road is what local citizens want. The new library also been a popular idea, following the success of the temporary facility. The library is also the project that Capitola has contracted with the County of Santa Cruz to complete by 2017.

A Change in Plans

California's governor has recently proposed eliminating new redevelopment funding and the cost of the Rispin home demolition came in well-above expectations, so the city may have to make difficult choices about where to spend its existing funds.

To make the matter more confusing, Barry Swenson Builder has again proposed a

city-funded hotel at the site, one of many pitches over the past decade.

This one is for nine rooms, which is much smaller than the last. And while Swenson is asking "only" for more than \$2 million in city funding and long-term loans, the cost per room has skyrocketed and the

n't see any value in more talk about what sees as an already rejected hotel plan, but wants to learn more about the state's plans for future RDA revenues.

This leaves Vice Mayor Mike Termini as the likely split vote and he says he doesn't know what he's going to

"demolish" at the property has produced a bid of \$1 million to save parts of the decaying structure, while one council member — Vice Mayor Termini — has another estimate of \$250,000 for a simple demolition.

That price tag for demolition and yet another proposal from Barry Swenson Builders to construct a small hotel at the site stalled any decision until city staff can determine how much RDA funding the council will have.

Right now, the city's RDA has about \$2.6 million on hand, which is enough to demo the site and open a small park, but not enough to build a permanent library across the street. Certainly not enough for both projects — more or less a hotel — which means any decision will likely hinge on what the state decides about future RDA funding.

Termini says that if the state eliminated future RDA funding, he will support a library over a hotel. He adds that he's also a long way from being convinced the new hotel project is more viable than any of the past plans. It's just that he may be willing to give it a chance.

The six-acre Rispin property and the city's temporary library building across the street on Wharf Road are both within the redevelopment area. Such projects that address blight in the area can access the special property tax funds that Capitola's RDA gets.

In Capitola, the state move escalated the debate over how to use RDA money. The city is already committed to setting aside a portion of its RDA income to build a larger, permanent library site. The set-aside may not be enough to cover actual costs, however.

Now a revised hotel plan based on the one abandoned for lack of financing in 2009 is back to compete for RDA money. Meanwhile, other members of the community are organizing to get the Rispin site converted to a long-desired skate park.

"Parents for Capitola Skate Park" has established a Facebook page and recently listed 40 supporters.

A Split Council

Mayor Norton is a vocal supporter of saving the building and council member Nicol led the effort to reconsider the hotel plan.

On the other side are Harlan and Storey, who say community members tell them to move on with new plans.

Termini doesn't mind the idea of saving part of the structure, however his jaw drops at the cost.

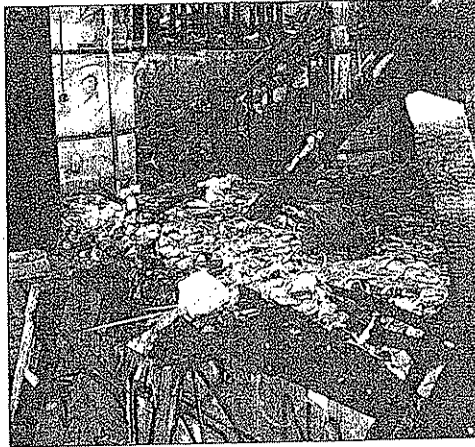
"To drop a million dollars into a hole really bothers me," he said.

Swenson isn't a hotel operator, but developer and builder. Swenson's own construction company would do the work and make money for the effort.

This time, the developer only wants just over \$2 million or \$250,000 per room in redevelopment money to construct a hotel to look similar to the Poor Clares convent house that shut more than a half century ago.

While developers like to say H. Allen Rispin was a city pioneer and it's his "home" they are restoring, Rispin wasn't by all historical accounts wasn't the town's pioneer or even much liked by the few residents who lived around Capitola at the time. Rispin also never lived in the home.

In the past, Swenson want-



Inside a former convent better known today as the "home" that real estate speculator H. Allen Rispin built in 1920, a fire in May 2008 collapsed several floors.

public improvements have been mostly axed from the project.

On Jan. 24, the council split over what to do.

Comments made during the meeting give the public a better idea where the council stands.

Mayor Dennis Norton wants to keep the property as an historic monument and doesn't seem to mind the cost of preservation. Councilman Kirby Nicol wants to accept the new hotel proposal, much like he's supported the hotel projects in the past.

Veteran councilwoman Stephanie Harlan wants to move ahead with a park, while councilman Sam Storey does-

do. During his recent campaign he said that he wanted to move ahead with a park project.

Termini admits he has waffled on his position.

"I've been a Rispin supporter. I've said we should tear it down. I don't know where I am right now," he said.

So, what's ahead?

Can Capitola Afford a Hotel and a Library?

After 10 years of trying to start a hotel project and a major fire, the nearly century-old structure was slated to be torn down last year. However, in Capitola, the devil is always in the detail.

The definition of what to

rda from page 12

ed \$3 million of the city's RDA funds for a 25-room hotel, or \$120,000 a room.

For the first phase of the project creating a nine-room hotel in the "existing" building, the plan asks for a \$1.2 million grant and another \$1.1 million loan from the RDA. Development partners Swenson Builders and Ron Beardslee would chip in \$500,000 and personally finance another \$1 million.

Most acknowledge that operating a swanky hotel on property with pages of special native habitat conditions is a debatable as ever. Maybe most importantly, the operating Performa doesn't provide money to pay back the loan as promised, according to Termini. That also has Termini worried, he said.

Nicol believes the hotel would offer residents better

security at the site than a park.

"Nothing else we're looking at can offer that kind of security," he said.

Termini said he's intrigued by the nine-room option, and may prefer it to the eventual addition creating a 25-room hotel in the second phase. Termini thinks the smaller size may be compatible with the expanded nearby library and would provide a constant presence on the site that has a reputation as an attractive nuisance for vandals.

He also has several concerns.

"I do want to know that the loan is really a loan and will be paid back," he said.

Swenson has promised the bigger hotel would be done in the next decade, but hasn't presented what the developers want the city to contribute.

The current project also doesn't provide the public access or gardens that were originally supposed to be pay back

for the city's contribution.

Councilman Storey said that the new proposal reminded him of past hotel plans.

"I haven't seen anything new that would change my position," he said.

He also says that when the council voted to extend the coastal development permit in October it did so conditionally, specifying that any new project would not be a hotel.

"I've previously voted to demolish the Rispin and I expect to be consistent with that position," he added.

Termini also knows the community has been asking for a skate park and would love to find a way to do that, but he's not sure there is enough money to build that feature and the library.

The city's community development director Derek Johnson said the issue may return to the agenda in March if the state plan for future redevelopment fund-



Moncino Wins Volunteer Award

Soroptimist International of Capitola-by-the-Sea has selected Maiya Moncino of Scotts Valley as the 2010 winner of the Violet Richardson Award, given to a young woman who provides outstanding volunteer service to the community. She will be honored at an awards dinner in March and presented with the \$500 award.

Moncino produced, staged, hosted and performed at a student concert at Scotts Valley High School that raised \$1,000 to support the American Red Cross efforts in Haiti after the 2010 earthquake.

She learned how to organize concerts by working with her mother to produce student performances for the last two years. These helped support the school's music program, encouraged school spirit and raised money for charities.

ing is clearer by then.

A recent survey by the Capitola Village Residents Association only found 6 percent of respondents supported the hotel idea, while 36 per-

cent wanted to sell the property.

Forty-three percent of those surveyed wanted to see the city establish a park at the site. ■

Library leaders delay decision

Press-Banner 2-18-11

After hearing from about 40 passionate library supporters, nearly all of whom urged leaders to keep open all 10 branches in the system, the Santa Cruz County Library Joint Powers Authority delayed a decision on the future of the libraries.

A meeting on Valentine's Day at the Santa Cruz City Council Chambers was packed with library supporters, many from Felton, who expressed displeasure with Service Model D, a library staff-recommended plan that would elimi-

nate four of the smaller community branches, including Felton, while keeping six branches open.

Library leaders formed a subcommittee of joint powers board members, Santa Cruz City Councilman David Terrazas, Supervisor Ellen Pirie, Capitola Councilman Sam Storey and board President Barbara Gorson. The subcommittee will look to perhaps combine several of the service models — labeled A, B, D and C — and will report on its findings at the March 7 board meeting.

EDITORIAL

OPINION

Support for libraries does matter

Library patrons and supporters rallied around the possible closure of the Felton branch and three other community branches of the Santa Cruz County library system in a broad-reaching show of support this week.

The support went beyond a core group of library friends groups. Families with children, senior citizens and people with little personal stake in the matter all stood up and spoke for the Felton, La Selva, Branciforte and Garfield Park branches.

Last week, we asked in an editorial whether Felton residents want a public library. Their show of support for their

community branch — frankly, a larger and more passionate response than almost any other public agency gets when cuts are on the table — makes the answer obvious.

Yes, residents in Felton and the surrounding community do want their branch to remain open and active in the community.

The Library Joint Powers Authority heard those people and will head back to the drawing board to figure out a new solution that will keep all the branches open with more hours.

It shows that the democratic process still works: When the people want some-

thing, leaders listen. With this week's show of support, leaders have to look beyond dollars-and-cents savings to what the people want and why they want it. Even if one person doesn't use the library, his or her neighbor might.

The Felton branch, with its rich history and passionate supporters, should remain open. We urge library leaders, when a decision does lie before them, to vote in a way that represents the people, even if it means fewer improvements in the short term. The loss of Felton Branch Library would take a chunk out of Felton's identity as a thriving town friendly to families and business.

LETTERS

Library closure bodes ill for community

EDITOR,

I too will be sorry to see the Felton library branch close. It is a move which has been approaching with inexorable glacial speed and cultural intent.

I take exception to this paper's justification for doing so based on lower numbers of users — a self-fulfilling reality of shorter hours, this assertion is hardly worth the ink to print (Editorial, "Library decision could be hard to swallow," Feb. 11).

As a cultural event, this library closing is worthy of some reflection. A society defends what it believes is important. The health of libraries is tied to the communities they serve. The financial disconnect between our county's wealth and what we're willing to spend on ourselves, in this case, is disgraceful.

Notwithstanding Faye Bellardi's family story and the historical significance of the building, time marches on, our sense of historical significance dimmed with our boredom of history.

This library's closure has a sad history of Ann Turner's shameless subterfuge ultimately succumbing to what has been a lack of vision, foresight and political honesty unavailable then and now in downward spiral to what can only be described as third-world status.

The closing of the Felton branch should be heralded as the ring around the tub, the high-water mark of Benjamin Franklin's concept of what a free local library should bring to a community. Eating the seed stock and selling the public buildings are the activities of the desperate and those without the capability to lead. That is what we have become.

Larry Darnell, Felton

Trim pensions before raising taxes

EDITOR,

Recently, I received a flier from the newly formed citizen group Preserve Scotts Valley. It appears some folks are concerned about the magnitude of the city budget cuts and suggest an extension of a recent tax increase. As a taxpayer, I would support tax increases only if the Scotts Valley City Council recommended them. In addition, if things are as dire as the citizen group suggests, my first question would be, "Is Scotts Valley going to roll back the police and fire pension benefits?" The recent pension increases during the past decade that reach 90 percent of pay (with overtime spiking) is unsustainable and also, I might add, unreasonable. San Jose is going to implement a two-tier pension system this year with increased contributions by employees and lower pensions. With the coming budget deficits Scotts Valley faces, it's now time for the leadership of Scotts Valley to move in the same direction. The police and fire departments are the largest part of the budget, and public safety pensions are part of the reason for the current budget woes. Before any tax increases, our fiscal house should be put in order.

Michael Duffy, Scotts Valley

Library still survives

EDITOR,

In spite of the cynical prediction that appeared in the Feb. 11 Press-Banner ("Library decision could be hard to swallow," Editorial), reports of the death of the Felton library have been greatly exaggerated! As of this writing, the Library Joint Powers Board has unanimously voted to postpone the vote that determines the fate of the Felton;



Branciforte, Garfield Park and La Selva Beach branches. I commend them for doing so, and I fully agree with board member David Terrazas that "We need to look for a way to find a solution that protects the value of neighborhood services." Surely there must be a way to address fiscal needs while continuing to serve all library patrons in their communities.

I was quite disappointed with the general tone of your editorial regarding this issue and also take issue with some of the logic you apparently used to arrive at your conclusion that "Felton no longer needs its own public library branch." For example, of course fewer people visit the Felton branch on a daily basis; it is only open three days a week (only two days, at one point)! Additionally, the new SLV library will indeed benefit its students, but, to my knowledge, that library will not be open to the public.

You continue to characterize public anger at this proposal as

"pointing fingers at government officials for eliminating services while we all pay the Measure R sales tax." Rather than pointing fingers, the public simply expects the promises of Measure R to be fulfilled — specifically, the promise that all branches would remain open. (Of course, Measure R also promised to lay the groundwork for a new Felton library, but let's deal with one promise at a time, shall we?) Wouldn't it be ironic if notoriously tax-averse Scotts Valley, the citizens of which voted against Measure R, ends up as a significant beneficiary of Measure R's proceeds, while we in Felton are left with no local branch?

I have loved libraries my entire life and continue to be a frequent patron of the Felton branch. My hope is that the newly formed LJPB subcommittee is committed to finding a real solution for Santa Cruz County without having to resort to the drastic step of closing branches.

Toni Jeffrey, Felton



Owned and published by Tracy Press Inc.

Peter Burke, Editor

The Press-Banner is published every Friday at 5215 Scotts Valley Drive, Ste. F, Scotts Valley 95066. Telephone: 831-438-2500 Fax: 831-438-4114 E-mail: pbeditor@pressbanner.com

Printed with soy-based ink on recycled newspaper.



Editorials reflect the opinion of the editorial board.

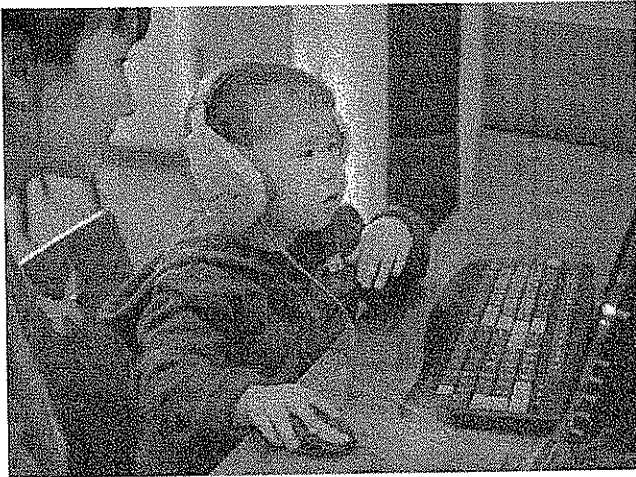
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Three-year-old Alen Moshkanov plays a computer game at the Robbie Waters Pocket-Greenhaven Library in Sacramento as his aunt, Ainur Sapargaliyeva, watches. Gov. Jerry Brown's plan to cut libraries' funding may change how people use and pay for them.

More Information

- Slideshow
- Cities float alternative to eliminating redevelopment agencies
- Brown's Countdown, Day 41: Governor tells the state to stop the freebies
- Budget balancer: Can you erase the deficit?
- Track Brown's Countdown, plus full budget coverage

Jerry Brown's plan may alter how libraries are used, funded

By Jack Chang
jchang@sacbee.com

Published: Saturday, Feb. 19, 2011 - 12:00 am | Page 1A

Last Modified: Saturday, Feb. 19, 2011 - 1:57 pm

All this winter, Gov. Jerry Brown has said the state needs to re-examine what it can pay for and what it must do differently to bridge a \$26.6 billion budget deficit.

His proposal to cut all state funding for local libraries – about \$30 million – could force just such a change.

Although the suggested cuts are drops in the deficit ocean, they promise to transform how people use and pay for libraries and could push more libraries to adapt to a new era of online information.

Among his proposals, Brown wants to erase funding that allows libraries with fewer resources to borrow books from more affluent facilities. Brown's budget would also cut off support that helps libraries hire staff, buy books and maintain hours of operation.

That total cut would open the door for some facilities to charge for library cards to make up for dwindling local resources, said State Librarian Stacey Aldrich. State law prohibits libraries that receive state book-sharing funds to incur such charges.

"Right now, any Californian can walk into any library and use that library for free," said Jeff Crosby, administrative librarian at the San Joaquin Valley Library System. "As soon as the sharing goes away, library boards will start saying, 'How do I recoup these costs?'"

The cuts raise a question that libraries all over the country have been asking: How should they adapt to smaller budgets at a time when iPads and cloud computing are on the rise?

"There have been so many changes as we move into the digital age that librarians have been working on the future direction of libraries," said Francine Fialkoff, editor-in-chief of the publication Library Journal. "I think that (budget cuts) are in a way speeding along some of that."

State Finance Director Ana Matosantos said cities could use money freed up by the proposed elimination of redevelopment agencies to replace the reduced funding.

State money makes up just a fraction of public libraries' budgets, which depend largely on local taxes. Replacing the state book-sharing program, however, could prove expensive for libraries.

Matosantos said Brown's proposals reflect a larger examination of state government's reach.

"It's all looking at where does the state have flexibility, where to prioritize limited resources, what is the state function, what is the local function, what is the core function," Matosantos said.

The San Jose public library system spends about 10 percent of its materials budget on digital content such as online books and music.

Many libraries have hesitated to acquire more digital content because of the annual service fees – on top of the purchase costs – that book publishers charge, said Jane Light, director of the city's library system.

Also, the vast majority of people still prefer to read physical books. About 8 percent of U.S. residents owned a digital book reader in December, with about a fifth saying they planned to buy one, according to a survey of 3,800 adults by the industry group Digital Book World and the advertising firm Verso Digital.

Nonetheless, libraries clearly see a digital future on the horizon, Light said.

"We're planning our new buildings to be very flexible," she said. "We have electricity in the floors and electrical stations, which is something you don't need for bookshelves."

Several libraries around the country have already been putting away their paper books.

The Cushing Academy, a prep school in Ashburnham, Mass., made headlines in 2009 by creating an all-digital library complete with flat-screen TVs and electronic readers.

"That was definitely an assumption that was made, that physical books are on their way out," said Tom Corbett, executive director of the school's library.

Judging by public reaction to the proposed cuts, it's clear Californians still hold their local libraries close to their hearts.

Use of the state's public libraries grew by 16 percent from 2004 to 2009, with the per-capita rate of visits rising to 4.8 per year, according to state library data.

Santa Clara County Deputy Librarian Derek Wolfgram voiced his opposition to the proposed cuts by launching a Facebook page that's drawn more than 700 "likes" and screens full of testimony from library lovers.

"I think of the role of libraries in a pretty lofty sense, as having an impact on an informed citizenry and what it means to have a great democracy," Wolfgram said. "That core business is still the heart of what we do."

American Library Association President Roberta Stevens said libraries are helping more people navigate the online world while offering free Internet access, an important service as people hit by economic hard times are forced to give up their Internet connection at home.

User loyalty, however, may not last as more information hits the Internet for free.

Mountain View business owner Don Khamapirad posted his support for library programs on the Facebook page that Wolfgram set up. But he said he would stop using libraries if he could cheaply access the expensive legal textbooks that he needs.

"We could have one giant national library online that everybody could use," Khamapirad said. "But right now, as the world stands, the library is the only way to do that and find these books."

Recommend | 34 people recommend this.

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Call Jack Chang, Bee Capitol Bureau, (916) 326-5543.

Showing 1-10 of 92 comments

Sort by newest first

February 12, 2011

Santa Cruz Public Libraries board members,

I grew up in Santa Cruz, and I have fond memories of visiting the local libraries (especially the Central Branch) from a young age. I always found the library to be a welcoming place, with friendly and helpful librarians, and a great and comprehensive collection of books. I moved away from Santa Cruz County to go to college and just recently moved back. I am an avid reader and have been excited to once again check out books from the local libraries.

However, I have been shocked that every time I have visited the Central Branch Library to spend a couple of hours looking at books etc., I have become physically ill after spending as little as 30 minutes in the library. I get a severe headache, my face becomes flushed and red, and I have difficulty concentrating, and experience intense eye pain. I was confused as to why I had these symptoms at the library (and other locations around town with heavy wireless internet usage), when I don't normally experience such problems with my health. Then a friend of mine told me that all of these symptoms that I have experienced can be indications of electro-magnetic frequency sickness (or Radio Wave Sickness), and that having wireless technology such as wireless internet can create an unhealthy and harmful environment.

I understand that the libraries here in Santa Cruz County wish to offer the latest technology to their patrons, but I have hope that they will seek to implement technology (such as cable based internet) that offers high speed Internet connection without the same dangerous health implications as Wi-Fi.

Many libraries around the world, such as in France, have acknowledged the health dangers of wireless technologies and have installed cable based technologies that are safer for their patrons and staff. I have included a copy of an article describing such an action in France, and hope that the libraries here in Santa Cruz will move in a similar direction. I have also included another article by the Canadian Scientist Dr. Magda Havas called "Symptoms of Electrohypersensitivity or Radio Wave Sickness." Thank you for your time and attention to this matter.

Sincerely,

A Patron with Radio Wave Sensitivity

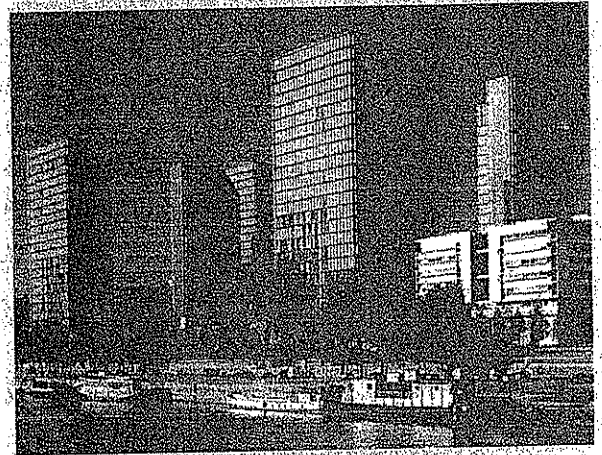
France National Library gives-up WiFi.

Paris 07 04 2008 - The management of the famous France National Library (BNF) just decides a moratorium on the Wi-Fi hot spot giving access to internet that were supposed to be installed by a private corporation on the entire area.

The given arguments being the research of the service quality, but also the precaution principle to be applied in order to avoid the exposure of its staff and of all visitors to of electromagnetic fields 2,45 GHz radiation risks.

This decision is justified by an argument that is supported by scientific literature which proves genotoxic effects from Wi-Fi waves, specially :

- An american research study from Professor S. Lee and al. at the Chicago University about genetic alterations in human cells exposed to radiofrequencies fields of 2, 45 GHz (Wi-Fi frequency). [Scientific Study : NCBI.Gov – PubMed]



France National Library (by figures) :
 - BNF consists of 15 millions of varied works in books, manuscripts, prints, drawings, photos, and so on ... in 4 towers buildings of 200 000 m² for a more than 1 million of persons/year frequent visitors with a staff of 2500 assistants and 254 M €/year budget.

-The scientific Consortium BioInitiative report with conclusions of an immediate revision of the actual Standards of exposure to electromagnetic radiations of the population, [in progress International Petition] as well as the Clermont-Ferrand Blaise Pascal University research study.

Arnaud Beaufort, director general manager confirms the moratorium with this terms : « ...we wait the results of a current study and we give time to choose the most adapted technology. »

In a paper article from 'The Parisien' dated April 4, 2008, "The BNF gives up Wi-Fi in turn", the BNF management confirms this Wi-Fi cancellation, by adding that the reason are multiple : "the choice of wired connections were necessary because it's also the only that allows an very high data rate delivery transmission". For the mass researchers who go regularly in the BNF this option is important as it's expected there will be a connection for around 50 % of the seats by the end of 2008.



Room of France National Library in Paris.

The fact remains that BNF that is one of the France biggest Institution is as well a modern symbol in management, with a consequence that this decision impact is going well over this Paris prestigious place. It's a spectacular and symbolic put in question of the Wi-Fi connection installation as a precaution measure.

It's also a first great new (premiere) due to its scale that demonstrates that the wired connection alternative is a credible solution to Wi-Fi specially also appropriate for all establishments open to public and above all for National Education. This decision comes just after the moratorium of some libraries of Paris City where Wi-Fi is questioned following some staff personnel having uneasy feelings.

The movement seems to spread out inexorably as the Genevieve Library staff is also asking with a petition to disconnect the Wi-Fi terminals and the sanitary and security committee of the Censier-Sorbonne University in Paris just decided to disconnect a Wi-Fi hot spot.

Associated Documents :

February 14, 2011

Members of the Santa Cruz Public Libraries Board,

Since the library system has been co-opted by Homeland Security, wireless technology in the libraries is an extension of this insidious surveillance system of the public. Just this month, February 2011, the renewal of the Patriot Act assures the continuation of spying upon library users. Cloaked like a wolf in sheep's clothing, microwave radiation Wi-Fi is also an invisible and deadly health hazard. Governments, organizations and libraries around the world have banned or warned against wireless technology (see attachment). Also, as Diana Thatcher writes in her article entitled "Librarians: Keep public library Wi-Fi free,"

A shining example of the alternative in action is the National Library of France, the equivalent of our Library of Congress. France's National Library recently placed a moratorium on Wi-Fi and exchanged microwave radiation for wired connections. They based their decision on scientific/medical research demonstrating harm from electro-pollution. The library consists of 15 million holding located in four tower buildings, a staff of 2,500 employees and a budget of \$254 million.

I respect that the Santa Cruz public libraries have always strived to accommodate patrons with disabilities. However, since Wi-Fi has been installed in the libraries, those with electromagnetic hypersensitivity (EHS), or radio wave sickness, have been denied equal access to our libraries. Since 2002, electromagnetic hypersensitivity (EHS) is recognized by the US Access Board which is the federal agency that enforces the Americans with Disabilities Act. Therefore, in order to accommodate all library patrons, Wi-Fi must be removed immediately from our libraries.*

Sincerely, 

Marilyn Garrett, retired PVUSD (Pajaro Valley USD) elementary school teacher, and member of WRAN (Wireless Radiation Alert Network)

*See attached "Wi-Fi in the Library? Convenience or Health Hazard?"

<http://www.santafenewmexican.com/Opinion/Their-View-Librarians--Keep-public-library-Wi-Fi-free>

Librarians: Keep public library Wi-Fi free

Diana Thatcher 6/8/2008 –

Let us make one thing clear. Librarians opposed to Wi-Fi in public libraries are the strongest advocates of access to the Internet for all people, with connectivity that is faster and more secure than Wi-Fi can provide.

Librarians opposed to Wi-Fi offer alternatives that are viable, legitimate, and do-able, and demonstrate that we needn't abdicate the long-held democratic values, policies and practices of our profession to provide access to the Internet ... that some would too easily forsake for the fool's gold of a wireless world.

A shining example of the alternative in action is the National Library of France, the equivalent of our Library of Congress. France National Library recently placed a moratorium on Wi-Fi and exchanged microwave radiation for wired connections. They based their decision on scientific/medical research demonstrating harm from electro-pollution.

The library consists of 15 million holdings located in four tower buildings, a staff of 2,500 employees and a budget of \$254 million.

The unabashed push by the Santa Fe Public Library administration and board to install Wi-Fi in the Santa Fe Public Libraries runs counter to the long-held policies and practices of librarianship. Let us tell you what librarians ought to be doing.

It is our obligation as librarians to provide uncensored information to all people. These ideals, a) no censorship, and b) no barriers to access, are rooted in this profession. The American Library Association Bill of Rights and many other documents, policies and legislative efforts, enshrine these long-held ideals.

A responsible administration and board would investigate the issue fully and keep lines of communication open. They would collect materials on electro-pollution and electro-hypersensitivity to provide educational opportunities for the public.

Is it not improper, if not unethical, for our public library system to be handing out yes or no questionnaires concerning Wi-Fi without informing the public of the substantial scientific and medical literature which demonstrates harm? What duty is it of the public library to censor information and try to control public opinion? Is that not antithetical to its mission?

The profession of librarianship takes access to information for all people very seriously. As librarians, we have never erected barriers to access and make every attempt to dismantle them.

It is not acceptable to create barriers for people who are adversely affected by electromagnetic fields, including epileptics. Exposure can induce severe symptoms such as heart arrhythmias and seizures. Wi-Fi is a barrier for these people.

The Library Services for People with Disabilities Policy states: "Libraries must not discriminate against individuals with disabilities and shall ensure that individuals with disabilities have equal access to library resources."

Under the facilities section, the policy states: "The Americans with Disabilities Acts requires that both architectural barriers in existing facilities and communication barriers that are structural in nature be removed ..." This statement indicates that Wi-Fi should be banned.

How can the library administration and board disregard their own professional policies? Why is it acceptable to erect barriers to access for these people?

Back in the 1970s, librarians brought computers into libraries to ensure that the "have nots" have equal access to the information highway.

There is no comparison today with Wi-Fi in libraries. It does not narrow the digital divide or the socio-economic gap as is often claimed by Wi-Fi proponents. It simply perpetuates the inequities in society.

Providing a Wi-Fi signal does not magically produce a laptop computer. It only serves those who own a laptop. Why should those who can afford a laptop get a "free" signal while those who can't are relegated to "sign up" for an hour of computer use? It is fallacious to claim that Wi-Fi will free up computers.

Laptop users won't free up hard-wired computers because they don't use public access terminals. They have the money to buy a computer(s), unlike those who can't afford to buy one, so there is nothing to "free up."

The question of whether or not to install Wi-Fi in public libraries should not be a matter of convenience, opinion, or trendy and short-sighted decision making, but based upon the long-held traditions and values that librarians uphold ... for the good of all of us.

This statement, submitted by Diana Thatcher, expresses a consensus of six Santa Fe librarians from academic, public, state and special libraries opposed to Wi-Fi in the Santa Fe Public Library.

Subject: #630:LIBRARY DIRECTOR RESIGNS BECAUSE OF WIFI
From: "EMFacts Consultancy" <weblog@emfacts.com>
Date: 16 Jan 2007 20:20:21 -0600

EMFacts Consultancy - News & Information

January 17th, 2007

The following post can also be found at

<http://www.emfacts.com/weblog/index.php?p=630>

#630:LIBRARY DIRECTOR RESIGNS BECAUSE OF WIFI

For Immediate Release
January 15, 2007
Contact: Rebekah Azen
505-424-9475
rebekah@cybermesa.com

LIBRARY DIRECTOR RESIGNS BECAUSE OF WIFI

A Library Director at a college in Santa Fe, NM left her position due to wireless internet (WiFi) in the library. Rebekah Zablud Azen, MLIS, resigned from her position at Quimby Memorial Library, Southwestern College, on December 16th, 2006 after administrators refused to discuss the issue.

"I don't feel that I should have to jeopardize my health to secure or maintain employment, but allowing oneself to be irradiated is fast becoming a condition of employment for librarians. I just said no."

B. Blake Levitt, a medical journalist who has been researching the biological affects of nonionizing radiation since the late '70's, and author of: *Electromagnetic Fields: A Consumer's Guide to the Issues and How to Protect Ourselves*, and *Cell Towers: Wireless Convenience? or Environmental Hazard?* wrote, "Once considered safe environments/professions, librarians and teachers are now in high risk professions."

Azen is not the first librarian to express opposition or leave her position because of WiFi. In Santa Fe, four librarians recently signed a petition against WiFi in the public libraries, while several others objected to WiFi but were afraid to speak out. There is a librarian on the west coast that has been told not to discuss this issue by library administration and a report of two librarians who moved to rural towns and left the profession.

The proliferation of wireless technologies is a growing and serious public health hazard, says Azen. "There is no evidence proving safety and an abundance of evidence demonstrating biological harm to living systems. Anyone who cares to look into the vast body of research that has been conducted over the past 80 years will find that the weight of evidence points to harm. The only sensible response is precaution."

Current safety standards adopted by federal agencies like OSHA were developed by industry groups and are obsolete. EPA senior scientist and radiofrequency (RF) radiation expert, Norbert Hankin, wrote, "Both the NCRP (National Council on Radiation Protection) and ANSI/IEEE standards are thermally based and do not apply to chronic non-thermal exposure situations." In other words, if it

doesn't "cook tissue," it is assumed to be safe. Research indicates however that low-power exposure (WiFi is "low power") has been shown to have numerous biological effects which can lead to serious health consequences, including neurological, cardiological and hormonal disorders, breakdown of the blood-brain barrier, DNA damage, cancers, diabetes and asthma. Children, to whom public libraries cater, have brains and nervous systems that are still developing; they are particularly vulnerable.

Among the many scientists, organizations, government agencies and medical societies issuing bans or precautions, Lakehead University, in Canada, prohibits WiFi on its campus; the Public Health Department in Salzburg, Austria advises against WiFi in schools; the Schools Department in Frankfurt, Germany prohibits WiFi in schools; and the Austrian Medical Association warns against wireless technologies, including WiFi. The Benevento Resolution is the most recent and comprehensive pronouncement by 31 scientists internationally.

The Benevento Resolution http://www.icems.eu/docs/Benevento_press_release.pdf states, "Based on our review of the science, biological effects can occur from exposures to both Extremely Low Frequency Electromagnetic Fields (ELF EMF) and Radiofrequency fields (RF EMF). More evidence has accumulated that there are adverse health effects from occupational and public exposure to electric, magnetic and electromagnetic fields, or EMF at current exposure levels." The resolution also specifically warns against exposure to WiFi systems.

Azen is also opposed to WiFi in libraries because it creates barriers to access for people with disabilities. People with certain types of heart disease, epilepsy, and others with electromagnetic sensitivity react with pain, confusion, and neurological or cardiac symptoms and are effectively denied access to libraries with WiFi. In California alone, a 1998 survey by the California Dept. of Health Services found that 120,000 Californians were unable to work due to electromagnetic radiation. Today, this number is undoubtedly much higher due to the rapid growth of wireless technologies.

Librarians have always upheld the principle that access to libraries and information is inviolate, says Azen. "Today, this important library principle is eroding due the unquestioned acceptance of WiFi. Libraries should retain their autonomy as "wireless-free" zones. Instead of rushing to join the herd to go wireless, libraries should be building collections on this topic and educating the populace about the hazards associated with this technology."

Azen says there are other issues as well with WiFi in libraries: libraries are relinquishing their unique role by morphing into internet cafés, the provision of special services to those who have the money to afford laptops is re-igniting the digital divide, WiFi service imposes a financial and personnel drain on libraries already struggling to build collections and maintain traditional library services, and unsecured networks compromise a library's commitment to protect user privacy and confidentiality. "Social security numbers, financial records, and yes, library records, are all vulnerable in unsecured wireless networks."

Azen says that librarians need to assess technological trends wisely and ensure that the adoption of new technologies does not adversely impact public health, restrict access, undermine the treasured principles upon which we stand, or erode libraries. She says there are simple solutions to providing more computer access, such as installing wired hubs for patrons.

WiFi is the proverbial elephant in the room. We must, as a profession, begin to open up a dialog on this critical issue that is affecting libraries and librarians everywhere, says Azen.

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GOVERNMENTS AND ORGANIZATIONS THAT BAN OR WARN AGAINST WIRELESS TECHNOLOGY

- American Bird Conservancy and Forest Conservation Council:** Brought a lawsuit against the FCC because millions of migratory birds are being disoriented by microwave radiation and crashing into cell towers
- Amateur Radio Relay League Bio-Effects Committee:** "The FCC's standard does not protect against non-thermal effects."
- Australian Democrats:** The "explosion in wireless communications technology" is causing widespread illness.
- Austrian Medical Association:** Warns against Wi-Fi, cordless phones, and cell phone use by children.
- Ballinderry Primary School, Ireland:** Removed Wi-Fi to protect the children.
- Bavaria, Germany:** Recommends no Wi-Fi in schools.
- Environmental Protection Agency (EPA):** The FCC's exposure standards are "seriously flawed."
- European Environmental Agency:** Recommends wireless technology be avoided by vulnerable groups such as children.
- Food and Drug Administration (FDA):** The FCC's exposure standard "does not address the issue of long-term, chronic exposure to RF fields."
- Frankfurt, Germany:** Bans Wi-Fi in public schools.
- Interdisciplinary Society for Environmental Medicine (3000 physicians in Germany):** Recommends banning cell phone use by children and banning cell phones and cordless phones in preschools, schools, hospitals, nursing homes, events halls, public buildings and vehicles.
- International Association of Fire Fighters:** Opposes communication antennas on fire stations.
- International Commission on Electromagnetic Safety (comprised of scientists from 16 nations):** Recommends limiting cell phone use by children, teenagers, pregnant women and the elderly.
- Irish Doctors Environmental Association:** Warns that current safety guidelines are "not appropriate."
- Karnataka State, India:** Bans cell phones in all schools and pre-university colleges.
- Knowsley, Borough of, England:** Bans cell phones in schools.
- Lakehead University, Ontario:** Bans Wi-Fi on campus
- Madhya Pradesh, India:** Bans cell phones in schools by both students and teachers.
- National Institute for Occupational Safety and Health (NIOSH):** The FCC's standard is inadequate because it "is based on only one dominant mechanism—adverse health effects caused by body heating."
- National Library of France:** Removed Wi-Fi and installed only cable connections.
- Paris, France:** Removed Wi-Fi from four libraries.
- Prebandal Preparatory School, Chichester, England:** Removed Wi-Fi from its campus
- Progressive Librarians Guild:** Recommends no wireless technology in libraries.
- Russian National Committee for Non-Ionizing Radiation Protection:** Warns that cell phones are unsafe even for short conversations. Children under 16, pregnant women, epileptics, and people with memory loss, sleep disorders and neurological diseases should never use cell phones.
- Sainte-Geneviève University, Paris:** Removed Wi-Fi from its library.
- Salzburg, Austria:** Bans Wi-Fi in public schools.
- Sebastopol, California:** Broke its contract to install citywide Wi-Fi.
- Stowe School, Buckinghamshire, England:** Removed Wi-Fi from campus.
- Therold, Ontario:** Broke its contract to install citywide Wi-Fi.
- UK Department of Education:** Children under 16 should not use cell phones except in an emergency.
- University of Pittsburgh Cancer Institute:** Children should never use a cell phone except in an emergency.
- Voice (UK Teachers Union):** Calls for a ban on Wi-Fi in schools.
- Ysgol Pantycelyn School, Carmarthenshire, Wales:** Removed Wi-Fi from campus.

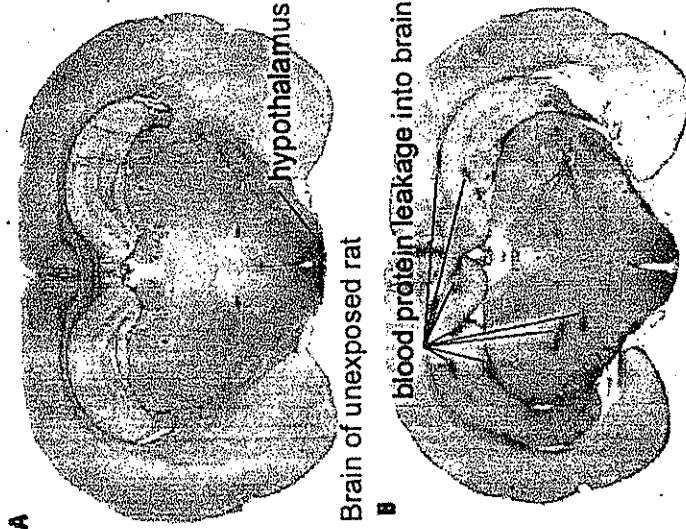
DOCTORS AND SCIENTISTS CALLING FOR STRICTER REGULATION AND/OR A MORATORIUM ON WIRELESS TECHNOLOGY

Vienna Resolution 1998
Salzburg Resolution 2000
Declaration of Alcalá 2002
Catania Resolution 2002
Freiburger Appeal 2002
Bamberger Appeal 2004
Maintaler Appeal 2004
Coburger Appeal 2005

Oberammergauer Appeal 2005
Haibacher Appeal 2005
Pfarrkirchener Appeal 2005
Freienbacher Appeal 2005
Lichtenfelser Appeal 2005
Hofer Appeal 2005
Stockacher Appeal 2005
Helsinki Appeal 2005

Benevento Resolution 2006
Allgäuer Appeal 2006
WiMax Appeal 2006
Appeal of March 23, 2007
Brussels Appeal 2007
Venice Resolution 2008
London Resolution 2008

BRAIN CELL DAMAGE FROM MICROWAVES



Brain of cellphone exposed rat

Leakage of proteins across the blood-brain barrier seen 50 days after a single two-hour cell phone exposure (Salford et al. "Nerve cell damage in mammalian brain after exposure to microwaves from GSM mobile phones," *Env. Health. Persp.* 2003).

Keep libraries accessible for all

Santa Fe Alliance for Public Health & Safety
P.O. Box 24063, Santa Fe, NM 87502
(info: 471-0129)

S.C. Co. info. 688-4603
or 684-1401

WI-FI IN THE LIBRARY?

Convenience or Health Hazard?

Wi-Fi: microwave-based wireless networking

What are the issues?

1. PUBLIC HEALTH

Who is saying Wi-Fi is dangerous?

Carl Blackman, PhD, US EPA
David O. Carpenter, MD, Director, Institute for Health and the Environment, Founding Dean, School of Public Health, SUNY Albany
Martin Blank, PhD, Professor, Columbia U. Medical School, Past President Bioelectromagnetics Society
Gro Harlem Brundtland, MD, Former Director-General, World Health Organization

Erica Elliott, MD (Santa Fe)
Ann McCampbell, MD (Santa Fe)
Cynthia Knudson, MD (Santa Fe)
Daniel Kinderlehrer, MD (Santa Fe)
Leah Morton, MD (Santa Fe)

and thousands of other scientists and doctors.

How many studies show health effects?

Approximately 3,000 studies have been conducted worldwide on cell phones, cell towers, and other wireless technologies. About 70% of all studies show one or more health effects from the microwave radiation emitted. www.electricwords.emfacts.com.

Isn't Wi-Fi a low-power technology?

No. A typical cell phone emits 125 milliwatts, and a wireless laptop emits 100 to 200 milliwatts. The radiation in a room full of wireless laptops is usually much greater than the radiation from a nearby cell tower.

But isn't that much less radiation than a 60-watt light bulb?

You can't compare ordinary light with microwave radiation. Microwave radiation has serious medical effects because it is practically non-existent in nature, and we have no natural defenses. Typical exposure levels from a wireless computer are about one billion times greater than the microwave radiation from the Sun and stars.

What are the most important symptoms of microwave exposure?

Neurological: headaches, dizziness and nausea, memory and concentration difficulties, insomnia, depression and anxiety, fatigue and weakness, numbness and tingling, muscle and joint pains.

Cardiac: heart palpitations, shortness of breath, heart arrhythmias, high blood pressure

Eyes: pain, burning or pressure in the eyes, deteriorating vision, cataracts.

Ears: ringing in the ears, hearing loss

Other: digestive problems, dehydration, nosebleeds, hair loss, impaired sense of smell, light sensitivity, skin rash and itching.

Is microwave radiation linked to any serious diseases?

Yes:

Neurological diseases: Sleep disorders, multiple sclerosis, Alzheimer's disease, ADD/ADHD.

Genetic effects: male sterility, miscarriage, birth defects.

Cancer: lung, breast, bladder, skin, colon, and prostate cancers.

Other: Asthma, diabetes, thyroid dysfunction, bleeding disorders.

2. DISABILITY ACCESS

Is Wi-Fi a barrier to people with disabilities?

Exposure to Wi-Fi can trigger seizures in people with epilepsy, heart arrhythmias in people with certain heart conditions, and asthma attacks in people with asthma.

Electromagnetic hypersensitivity (EHS) is a blanket term for all people whose reactions are severe enough to be disabling or life-threatening.

The numbers of people with EHS have been estimated, from government surveys, at 3.1% of the population (Sweden); 3.2% (California); 5% (Switzerland); 6% (Germany); and 7% (Marin County, CA). Since 2002, EHS is recognized by the US Access Board, the federal agency that enforces the Americans with Disabilities Act.

Wi-Fi would be a barrier to access for at least 3% of people, or 2000+ Santa Feans.

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Create a filter

Compose Mail

Fool.com Headlines - Intel to Build \$5 Billion Chip Factory in Arizona - 23 hours ago

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Inbox (15)

< Back to Inbox

Archive

Report spam

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Labels

More actions

< Newer 33 of 5461 Older >

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Send Mail

Drafts (161)

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Follow up

Friends

Friends tech campaign

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grand jury

Leadership

listservs

Live Oak issues

LSB

ivy luncheon

Management Team

Misc

monthly report

news.ia

new scotts valley library

Personnel

personnel changes

phone system

planning

PLP

print

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SCPL Patron Comment or Suggestion: Hours of Operation Inbox X

New window

Print all

webmaster@santacruzpl.org to show details Feb 18 (3 days ago) Reply

The following message has been received from:

NAME: Daniel McMahon

PHONE NUMBER: [REDACTED]

EMAIL ADDRESS: [REDACTED]

ALL Librarys should be closed on Sundays
There is no reason the MAIN LIBRARY should be open then

Reply

Forward

WEBMASTER is not available to chat

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Labels

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Forbes.com: Most popular stories - The Tastemakers

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Newer 27 of 5461 Older

Starred

Sent Mail

Drafts (16)

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Live Oak Issues

LSB

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Management Team

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SCPL Patron Comment or Suggestion: free electricity Inbox X

New window

Print all

webmaster@santacruzpl.org to Show details Feb 19 (2 days ago) Reply

The following message has been received from:

NAME: bill delaney

PHONE NUMBER:

EMAIL ADDRESS: [REDACTED]

One way to reduce branch costs is to end the practice of giving users free electricity. Not only are laptop users given carte blanche but people regularly use library outlets to recharge cell phones and other devices.

This may not be a big item but it irritates me to see this practice.

Reply

Forward

WEBMASTER is not available to chat

Back to Inbox

Archive

Report spam

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Labels

More actions

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Newer 2 of 5292 Older

Starred

Sent Mail

Drafts (157)

SCPL Patron Comment or Suggestion: Capitola comment at page 91 Inbox X

New window

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webmaster@santacruzpl.org to me show details 12:51 PM (9 minutes ago) Reply

The following message has been received from:

NAME: william delaney

PHONE NUMBER:

EMAIL ADDRESS: [REDACTED]

The current Capitola branch is described as being at a "central and high traffic location". That location certainly is not "central" to Capitola residents. Capitola is a city with significant mobility issues being divided by Soquel Creek into two parts, East and West.

Reply Forward Reply by chat to WEBMASTER

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Search Mail Search the Web Show search options Create a filter

Compose Mail

ESPN.com - Sources: New York Knicks complete deal for Carmelo Anthony - 2 hours ago

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Drafts (161)

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Live Oak issues

LSB

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Management Team

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Recruit

your question

Teresa Landers to kahandf show details 7:56 AM (0 minutes ago) Reply

Capitola branch has Tales to Tails. WHERE is GUIDO - that wonderful Scotts Valley Service CAT?

Actually there was a service cat at last week's Capitola program. The animals who participate in this program (I understand a goat is getting certified) are certified therapy animals through national organizations. I am personally not familiar with Guido but if he can be certified with one of the organizations with which we are partnering, we would love to have him. We are working on expanding this program to other branches.

Teresa Landers
Director of Libraries
Santa Cruz Public Libraries
117 Union St.
Santa Cruz, CA 95060
office: 831-427-7706 ext 7612
fax: 831-427-7720
cell: 831-345-4099
landerst@santacruzpl.org

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070

2/22/2011 7:56 A



Model C

Additional Information for the Board

This document, prepared by some of the task force members who worked on Model C, corrects misinformation about the model, clarifies some aspects of it, and suggests possible ways to integrate the best aspects of several models while retaining existing branches in the system.

Model C started as an attempt to see if Measures B and R, and several LJPB resolutions, could be honored in a Task Force model that met all of the Board's fiscal criteria. It is fair to say that most members of the Task Force were surprised to find that, in the current budgetary crisis, a ten-branch model more than met the Board's requirements. The Model:

- Is financially sustainable, projected out over 5 years
- Dedicates 8% for materials the first two years and 8.5% for the next three years
- Attains a cash reserve of 1 million dollars after five years
- Keeps all branches open at least 5 days a week with strong hours

Hours

Model C has the highest number of hours of any models presented in the Task Force Report. To guarantee stability in every branch, no volunteers are used to keep doors open. It keeps all 10 branches open a minimum of 5 days a week, with the exception of Central, which is open 6 days. Model C provides 123 more hours than model D (six-branch model).

The argument is made that the larger branches need more hours because they circulate more materials, and indeed, in a better financial climate, Model C would increase those hours. However, there is also a benefit to the entire user population by increasing total system open hours. An open hour at a small branch, requiring two employee-hours, costs a fraction of an open hour at a branch that requires four to ten employee-hours per open hour. Thus, because small branches are the least expensive to operate, more hours does not translate into wasted money. Some progressive systems like San Jose choose to equalize hours among branches regardless of the number of books circulated by branch. By raising hours system wide, more users and potential new users will have the opportunity to access library collections and services.

Staffing

Staffing in all models is based on a plan prepared by Director Landers. All have

- Near identical staffing in the Systems and Operations Division
- Identical staffing in Administration
- Identical staffing in Collection and Development
- Minimal staffing in all branches

In the new staffing plan, librarians are mainly located centrally, where they design, plan, and supervise for the entire system.

Model C takes 8.93 FTE to keep Branciforte, Garfield Park, Felton, and La Selva Beach open. The remaining six branches take 31 FTE to staff, for a total of 39.93 FTE.

Model D takes 33 FTE to staff six branches, thus 6.93 fewer on-site staff than Model C.

Programs and Services

Models C and D allocate nearly identical resources to Programs and Services, amounting to 23% of the personnel budget:

- Model C: \$1,739,731* — FTE 21.5
- Model D: \$1,739,717 — FTE 21.0

*Includes two information positions, which were mistakenly included in on-site services rather than in P&S in Model C costing.

Below is a partial list of programs and services Model C supports, without reliance on volunteers (with the exception of the Book Buddy program, which already does so):

- On-site reference at the Downtown branch
- Remote or virtual reference available for users at all branches
- 24/7 reference subscription service
- Readers Advisory
- Children's programming in all branches
- Class Visits
- Summer reading
- Teen programming
- Book discussion for youth
- Bookmobile
- Outreach to senior programs and At Risk programs
- Funding for website in Programs and Services
- Design of classes on database, computers, and e-bay that can be replicated in all locations
- Special Programming

Relying on the Strategic Plan, which drew from numerous Town Hall meetings and community surveys, Model C suggests that the above budget and staff be focused on programming for youth. However, as noted below in possible modifications to Model C, the actual deployment of the P&S budget should be determined by Library management and librarians, who are best qualified to determine where resources are most needed. Model C does maintain that regular children's programming should continue to be considered a core service for each of the ten branches, because parents with young children are often the least able to travel long distances for such programs. It does anticipate a greater number of programs will be scheduled at the larger branches.

The particular importance the smaller branches have for young children is reflected in the following statistics for November 2010, showing circulation of children's and young adult materials as a percentage of total circulation at each branch: Central 26%, Aptos 37%, Live Oak 40%, Branciforte 41%, Scotts Valley 45%, Capitola 46%, Boulder Creek 50%, La Selva Beach 51%, Felton 58%, and Garfield Park 63%.

Volunteers and Programming

Contrary to some reports, Model C does not replace professional staff with volunteers. It seeks to increase and expand programming to more branches than is possible within the Programming and Services budget. All models incorporate volunteers, and the full-time Volunteer Coordinator established in the Director's staffing plan would be responsible for recruitment, training, and scheduling. Other staff will not, and should not, be responsible for these functions.

The question before all models was how to best utilize these generous members of the community. Model C proposes maximizing the number of adult programs offered at every branch by using high-impact volunteers, much as is done in San Jose. The Volunteer Coordinator would work with each branch to determine programming appropriate to user needs, recruit volunteers County-wide, and deploy volunteers according to area of expertise: computer literacy, book group skills, writing or tutoring experience. Through collaboration between the Coordinator and branch staff, community members, and agencies with similar missions, this use of "high-impact" volunteers could expand adult programming and utilize a growing population of retired, and highly knowledgeable, potential volunteers. The critical point is that these volunteers will not supplant staff programming, but only expand and enhance it.

Collection

By FY 2015-2016, Model C has a materials budget of \$988,771 and Model D has a materials budget of \$982,955. In both models, librarians determine how to allocate the materials budget in regard to books, e-books, online resources, and other materials. All models incorporate a "floating collection," in which the collections at branches are constantly refreshed rather than fixed.

Facilities

Model C proponents believe that one of the primary reasons for declining use of the Library system is the poor condition of our facilities. The Downtown branch is badly in need of better lighting, new wiring to support electronic devices, new furnishings, a more efficient floor plan, and parking, not to mention improving the overall ambiance. In addition, Aptos, Felton, and Capitola all need major capital improvements. A comparison with other Library systems, including nearby San Jose, makes clear the need for a thorough Facilities Master Plan and funding to bring our facilities to current standards. For this reason, cultivation of the voter base required for approval of a facilities bond measure is repeatedly cited in support of a model that best honors tax measures previously approved by the public.

Model D assumes that innovative outreach is the answer to declining usage. This is a good proposal, but it is costly, and increased usage is in no way guaranteed. The concept should be incorporated, funding allowing, into Programs and Services in whatever Model is chosen, to reach current non-users of the

system. It is important to note, however, that the Model D budget does not include any additional staff beyond what is provided under Model C to undertake what is depicted in their model as a huge expansion of outreach services.

On the Concept of Repurposing Branches

In reality, neither the County nor the City of Santa Cruz, has money to repurpose branches into “places” for the community. Any entity taking over these facilities will need funding for maintenance, insurance, and operations, and in all likelihood will need to look to the public sector for those funds. Every non-profit and government agency is struggling to stay afloat, and there are no partners with deep pockets to adopt orphaned branches. Model D fails to clarify what would happen at these places or why people would want to spend time there. It seems unlikely that they would be welcoming places for children to read books, and unlikely that they could be called “libraries” by any definition. With outdated computers, no new materials, and no method of tracking materials, these “repurposed” facilities could easily become eyesores rather than assets. “Closing branches” seems a more realistic term than “repurposing” them when discussing this issue.

On Measures B & R, and Voter Cultivation

If SPCL closes branches, it will violate the spirit of both Measures B and R and their clearly stated intentions regarding “preserving existing libraries” and “the support of existing local public libraries.” Measure B, approved by 72% of voters in 1996, established a temporary ¼ cent sales tax to support the library system; Measure R, approved by 73% in 2008, made that tax permanent. City legal staff say that as long as the library system spends money for just one of the things promised in these measures, they are safe on legal grounds.

But legal cover will do little to persuade a public that there has been no breach of faith. The intention to preserve or support existing branches is first and foremost in the expenditure plans of both measures. The text of Measure B refers specifically to expansion of services for two of the branches now threatened with closure, and the argument made for Measure R claims that the measure “ensures that our ...libraries can continue to serve you” (listing each branch by name).

If library branches are closed, many voters will legitimately conclude that reasonable expectations regarding the use of these tax funds have not been met -- not out of necessity and a lack of other feasible options, but out of choice. The loss of support of even a portion of avid library users, joined with strong anti-tax advocates, may well spell doom for a future facilities bond measure, one that is sorely needed to bring library facilities to current standards.

In Model C, the costs associated with maintaining the four threatened branches, comes to about \$500,000 or approximately 4.5% of the current budget. Fundamentally this is not about fiscal sustainability. It is about how we share the sacrifices. Will all of us take a small hit, or do some of us take a much larger hit?

Examples of Potential Incorporation of Ideas from Models A, B, and D

- Include the concept of Deposit Collections at facilities currently serviced by the Bookmobile such as Senior Housing complexes, retirement communities, Beach Flats Community Center, Jardines del Valle, San Andreas, and Tierra Alta. Use the funding allocated for the Bookmobile to reach out into the community and “go to where the people are.” The Bookmobile will focus on community based services and activities to introduce the library to those who currently are unaware of services. With all libraries open, the opportunities for non-users to develop a library habit will have a higher possibility of success.

— *from Model D*

- As stated above, while guaranteeing core youth programming at each branch, then leave to Programs & Services librarians the question of how to deploy remaining P&S resources.

— *from Model D*

- Commit to contain personnel costs at a fixed percentage of the overall budget

— *from Model A*

- Acknowledge and build on, the importance of the Library to literacy and the value of librarians as educators, in alignment with recent thinking on how best to keep libraries relevant.

— *from Model B*

THE SANTA CRUZ CITY-COUNTY LIBRARY SYSTEM
"A STATISTICAL REVIEW"

Prepared by

Glenn Hanna
509-A Riverview Drive
Capitola, CA 95010
475-4724

Prepared in 1993

INTRODUCTION

The purpose of this study is to analyze the City-County Library system with other systems of comparable size and scope in Northern California. All data used in this study was compiled exclusively from California Library Statistics, 1992 (ISBN 0741-031-X) covering the fiscal year 1990-1991 published by Library Development Services Bureau of the California State Library. No attempt was made to verify the accuracy of the data as contained in the source document. 167 of the 168 public library systems in the State submitted data for this compilation so the data represents an accurate reflection of the State's public library systems.

This report selected five comparable systems for analytic purposes. They are the Alameda, San Mateo, Marin, Napa and Solano County's systems. These systems represent those most similar to Santa Cruz in terms of population, area served and number of branches.

Having selected these comparable systems, the study then compiles data comparing various statistical measures with specific emphasis on examining the portion of the library budgets consumed by

- 1) Personnel (salaries & benefits)
- 2) Materials (Books, periodicals, etc.)

These items are the major cost elements of public library systems and represent between 65-75% of all library expenditures.

For the convenience of the reader I have listed the table name within the source document from which the statistics were obtained.

As shown above, Santa Cruz is roughly in the middle of the comparable systems in terms of population served; on a geographic basis its area is smaller. Branch count and borrower percentages are generally comparable.

EXPENDITURES

OPERATING EXPENDITURES
(\$000)

	<u>TOTAL</u> <u>OPERATING COST</u>	<u>PERSONNEL</u> <u>COST</u>	<u>%</u>	<u>MATERIAL</u> <u>COST</u>	<u>%</u>
Alameda	\$13,341	\$8,672	65%	\$1,789	13.4%
San Mateo	7,892	4,610	58	1,069	13.5
Solano	5,086	2,932	58	566	11.1
Napa	1,919	1,165	61	215	11.2
Marin	3,971	2,445	62	538	13.5
AVERAGE	\$6,442	\$3,965	62%	835	13.0
Santa Cruz	4,192	2,451	59	367	8.8

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TABLES: GROUP 1 & 2 EXPENDITURES
3848
7.1

As shown above, Santa Cruz's personnel costs are roughly in line with the other systems when measured as a percent of total dollars spent. However, in the area of book and material expenditures Santa Cruz is at the bottom. It ranks last in percent of the budget devoted to materials. Its expenditure of 8.8% is about 33% below the average spent by other comparable systems. It is interesting to note that these other Northern California libraries spend on average 13% on materials. Coincidentally 13% is the statewide average public library, of all sizes, for expenditure for materials.

The table below compares this same data on a per capita basis.

1990-1991 PER CAPITA SPENDING

<u>SYSTEM</u>	<u>TOTAL</u>	<u>PERSONNEL</u>	<u>MATERIALS</u>
Alameda	\$27.91	\$18.14	\$3.74
San Mateo	31.65	18.51	4.29
Solano	16.34	9.42	1.82
Napa	17.77	10.79	1.99
Marin	28.36	17.26	3.84
AVERAGE	\$25.05	\$15.42	\$3.25
Santa Cruz	20.85	12.19	1.83

TABLES (GROUP 1 & 2 EXPENDITURES & PROFILE)

Santa Cruz, along with Solano and Napa spend far less in total on this system than the other counties. On a per capita basis we rank next to last on spending for materials.

We examined the proportion of librarians as a percent of total staff to determine if a higher proportion of librarians was causing the higher average cost per employee. This analysis indicates Santa Cruz's percent of librarians is marginally lower than the other systems. The County pays more to its employees but does not have a greater portion of librarians in its work force.

STAFFING

<u>SYSTEM</u>	<u>TOTAL FTE</u>	<u>LIBRARIAN FTE</u>	<u>LIBRARIANS AS % OF STAFF</u>
Alameda	286.38	72.26	25%
San Mateo	106.20	39.00	37
Solano	97.35	34.10	35
Napa	35.20	9.00	26
Marin	66.70	22.90	34
AVERAGE	118.37	35.45	30
Santa Cruz	63.86	18.50	29
<i>2010</i>	<i>120.63</i>	<i>31.75</i>	<i>20%</i>

GROUP 1 & 2 PROFILE

COLLECTIONS

Examination of collection statistics further highlight the County's materials expenditure deficiencies as compared with the other systems surveyed. Santa Cruz ranks last in collection per capita and next to last in new acquisitions per capita.

COLLECTIONS (VOLUMES)

<u>SYSTEM</u>	<u>TOTAL</u>	<u>ADDED 1990/91</u>	<u>PER CAPITA</u>	
			<u>TOTAL</u>	<u>ADDED</u>
Alameda	866,333	81,470	1.81	.17
San Mateo	528,677	49,191	2.12	.20
Solano	576,972	28,682	1.85	.09
Napa	240,000	12,596	2.22	.12
Marin	773,066	24,108	5.52	.17
AVERAGE	597,010	39,209	2.32	.15
Santa Cruz	325,967	21,639	1.63	.11

2010
The County's collection per capita are 30% below the other systems surveyed and the current acquisition rate is about 27% below the sample. Comparison of the system's current collection growth versus the library's long range plan objective is particularly disturbing. The LRP states "The library's collections should be composed of no fewer than 3 items in all formats (excluding periodicals) per capita of the total service area" (Page 18, April 1990 LRP). We are currently at 1.63 volumes per capita.

The long range plan to achieve this goal contemplates purchase of about 475,000 additional volumes in the period 1992-2000. The estimated materials cost in the plan are projected at about \$12 million from now until 2000. This amounts to about \$1,345,000 per year, each year, on books and materials. The projected amounts vary by year because of the staggered expansion of new branches. In 1992-1993 the materials budget was \$368,000. The table below compares the planned material expenditures from the long range plan for the period 1990-2000 with actual expenditures to date.

BOOK & MATERIALS EXPENDITURES
(\$000)

<u>FY</u>	<u>CURRENT BRANCHES</u>	<u>PLANNED EXPANSION</u>	<u>TOTAL</u>	<u>ACTUAL</u>
90-91	\$358	----	\$ 358	\$385
91-92	507	----	507	340
92-93	532	501	1,033	368
93-94	671	834	1,505	?
94-95	704	940	1,644	?
95-96	863	1,387	2,250	?
96-97	951	846	1,797	?
97-98	999	486	1,485	?
98-99	1,049	----	1,049	?
99-00	1,259	----	1,259	?

SOURCE: LIBRARY LONG RANGE PLAN

As indicated above the current long range plan contemplates an aggressive library expansion program beginning this year and carrying on for 6 years. Presumably because of the state's fiscal crisis the system has chosen not to fund either the ongoing materials needs of the existing branches or move ahead with existing plans. While a letter of intent has been signed with Capitola no money has been appropriated for this year.

A glance at the foregoing schedule indicated how unrealistic the system's LRP is in view of the current economic conditions and the political unwillingness to make funds available. The system has been unable to fund ongoing material needs of the existing branches for the past 2 years let alone appropriate and spend funds for the planned expansion. As indicated by the low per capita collection statistics the book & material budget underfunding has been occurring for some time. The comparison of our current level of materials funding versus our adopted plans is particularly discouraging. It should be remembered that these costs represent only the monies required for the books and materials and do not include the capital infrastructure costs of the systems planned expansion.

It is clear that the current library LRP is hopelessly out of date. Clearly the LRP needs updating to bring it in line with current economic conditions.

HOURS OF OPERATION

The table below compares hours of operation for the various systems.

HOURS OF OPERATION

<u>SYSTEM</u>	<u>TOTAL HOURS</u>	<u>HOURS PER BRANCH</u>	<u>HOURS/000 POPULATION</u>
Alameda	27,102	2,084	56.7
San Mateo	29,300	2,254	117.5
Solano	13,229	2,204	42.5
Napa	6,786	1,697	63.0
Marin	21,450	1,542	152.7
AVERAGE	19,573	1,956	76.1
Santa Cruz	21,606	1,964	107.7

GROUP 1 & 2 PROFILE & SERVICES

In terms of open hours, Santa Cruz compares favorably. The system's branches average 1,964 open hours per year. On the basis of total open hours per 000 of population, perhaps a more meaningful statistic, the County does very well with 107.7 open hours per 1,000 of population. This figure is 42% above the average of the other systems.

CONCLUSIONS

The purpose of this study is not to examine in detail the administration and operation of our library system. Rather the purpose is to compare certain operating statistics with other systems in an effort to determine what statistically significant differences may or may not occur between these various systems. This analysis is valid to determine if, in fact, differences do occur. In some cases the analysis can also reveal the cause. In the case of book and materials expenditures, the fact that one system spends more or less money on this item is sufficient and abundantly clear in the statistics. These differences are obviously caused by the resource allocation choices of the policy makers. In the area of personnel costs the data, while revealing results, does not speak to causes. The fact that the County spends more per employee is clearly evident and is beyond dispute. The causes are buried in the contracts, work practices, scheduling and personnel policies. The reason why our cost per employee are 15% above comparable systems will require further in depth analysis.

The study does reveal two major areas of concern. They are:

1. The system in the last several years has underfunded book and related material acquisition. Book and material purchases are one third below the statewide averages. This is no secret. It has been the subject of a grand jury report.

Despite this unfortunate trend, nothing has been done by the policy makers to reverse this direction. Book budgets continue to be appropriated, frozen and in some cases underspent.

While it is clear that current and foreseeable short term economic conditions will not permit accomplishment of the long range plan for expansion of library system, there are no plans underway to update and revise the plan in light of current economic conditions.

I am unaware of any public discussions concerning the inability of either the county or the city to fund its approved long range plan. The operative policy appears to be to ignore the current fiscal pressures facing the system and hope that either the problem goes away or no one will ask about our future expansion plans.

Clearly the long range plan is merely that - a plan. Nonetheless it would appear appropriate that the library oversight board come to grips with this problem. The plan indicates the county and city planned to spend \$12 million on about 475,000 new volumes between now and 2000. Is this still the plan? If so, where is the money coming from? If not, what are the plans for the system for the next 10 years?

2. With regard to personnel costs, the study clearly shows that the Santa Cruz Library staff are extremely well compensated - as much as 15% above comparable other systems. It should be made clear that salary ranges are competitive, in fact, lower than the comparable systems. If we are paying comparable wages how come our total costs are so much higher? The answer, I believe, lies in the contractual work rules staffing benefits and procedures either contained in our union contracts or as currently practiced under current administrative procedures. I believe we need a detailed explanation of how with apparently competitive salary ranges our personnel costs are so much higher than other comparable systems.

Hello Ladies and Gentlemen,

I wanted to share our experience with your outreach librarians Jeanne O'Grady and Eric Chalfant; last summer we had a meeting to discuss having a reading outreach effort in our community. We planned and incorporated a schedule to have our resident's children read 15 minutes or more a day this effort would earn them library dollars after the program ended. In the summer I had an average of 15 children each day with a focus on reading. At the end of the program each child received their dollars per their personal effort. I planned a shopping day to take the children to spend their dollars, what an experience for both children and chaperones. It was an eye opener for both sides.

After several years of not having any service at our property site, and the collaboration from the summer, Eric was able to fit us in a half hour stop to visit the Bookmobile. It has been well received by our families and most of all from the children. There are easily 12 – 15 children that visit the Bookmobile bi-monthly. These are children that would not otherwise visit the library through the tradition way of physically visiting the local library.

Mercy Housing provides homework support in three of the 10 properties that are located in Santa Cruz. We are committed offer supportive programs to our families and we understand that literacy is critical for our children to succeed in school and in turn in their future. I would like to support option "D" in the restructuring of the libraries.

Thank you, and the outreach librarians for all your support and commitment to our children that live in our communities.

Sincerely,

Carmen Hernandez

Manager | Resident Services

Mercy Housing
81 Chestnut Street

Santa Cruz, CA 95060

t | 831-457-1001

f | 831-457-2443

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LSR

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NAME: bill delaney
 PHONE NUMBER:
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=====
 It appears that branch usage statistics related to a user's residence are not accurate. Visits are not counted unless a library card is used; and maybe not all of those activities were analyzed. I am hoping you collected and analyzed internet computer users. I would be surprised if you counted users of system computers who requested an item or checked their account. If you did, GOOD for you.

During the study period, I was in the Library EVERY DAY using my own laptop to access the internet. Other than the electronic counter at the entrance [which is VERY inaccurate], I don't think my usage has been accurately reflected. I am one of dozens of laptop users at branches that offer that service.

Same holds for folks who came to read a newspaper or a magazine; and there are LARGE numbers of such people.

=====
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The following message has been received from:

NAME: Linda Hagar

PHONE NUMBER: [REDACTED]

EMAIL ADDRESS: [REDACTED]

=====
I am a tutor who used to tutor at the Branciforte Library but who has moved to Central due to the very few open hours at Branciforte. I love the Branciforte Library, but the hours are so restricted now that it just isn't useful. Go ahead and close it to save some money.

Linda

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Barbara Gorson

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From: Lauren Saputelli

To: bagorson@pacbell.net; lpsaffner@comcast.net; nancysa@surfnetusa.com; dfernandez@cityofsantacruz.com; jimreedsy@gmail.com; kbsiers@sbcglobal.net; sambycapitola@att.net; ellen.pine@co.santa-cruz.ca.us; mark.stene@co.santa-cruz.ca.us

Sent: Mon, February 21, 2011 3:00:34 PM

Subject: Potential Service Models

Dear Library Board Members,

I am writing to you to express my support of the public library. I am dismayed by the financial predicament the system is in, and am saddened that cuts will have to be made. I am a regular visitor to the downtown branch, and feel it is a crucial resource to the community. I am an avid reader, and my book club often uses the libraries book club kits. As a small business owner, your resources, such as the Brown Bag Seminars, are of great value in this difficult economy.

I have reviewed the task force's four service models. At first glance, Model C looks ideal. The thought of closing branches is an abysmal one. However, Model C does not appear to provide anything except open branches. I am afraid that adopting Model C or a similar one would leave this library as a shell of its former self. Books and physical space are important but I believe we can do much better and create a library system that reaches more members of our community through services and programs, and becomes a vibrant part of our community. After much consideration, I urge you to support Model D. We owe it to our children to create a library system that will be relevant to them in the future. A library system that can support the needs of teachers and students, that offers classes such as computer and language classes, and provides resources for collaboration is one that I can support.

Although I value books, I also think the library should be investing in technology. Currently, the library's computers are of little or no use to job seekers or college students. There is no easy way to create a resume and email it, nor can students open email attachments from teachers and classmates. I hope you consider the needs of an entire community, including future generations when making such a monumental decision on the future direction of our library.

Sincerely,
Lauren Saputelli

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ESPN.com - Sources: Nuggets may try to extend Nene, flip Danilo Gallinari - 2 hours ago

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Inbox (19)

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Drafts (161)

accounting

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board report

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committee for sustain

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Follow up

Friends

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Live Oak issues

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Personnel

personnel changes

phone system

planning

PLP

print

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Fw: Library Inbox X

New window

Print all

Barbara Gorson to me

show details 5:39 PM (14 hours ago)

Reply

Barbara Gorson

----- Forwarded Message -----

From: DAN M HARBISON

To: harbison@pacbell.net

Sent: Mon, February 21, 2011 1:24:29 PM

Subject: Library

Dear Library Board Member,

I am writing to you to express my support of the public library. I have reviewed the task force's four service models and after much thought, I urge you to support Model D. I feel that we owe it to our children to create a library system that will be relevant to them in the future, as well as one that will support the needs of teachers and students now.

I am an avid book reader and couldn't be without books, but I also feel the library should be investing in more up-to-date technology. I understand that the library's computers are of little or no use to job seekers or college students, that there is no easy way after creating a résumé to email it. I also understand that students are not able to open email attachments from teachers and classmates; this is not the way it should be. While there are a few other places in Santa Cruz County that offer computer use and résumé assistance, they are not always as easily accessible as the library.

I am asking you consider the needs of the entire community, including future generations when making such an important decision on the future direction of our library.

Sincerely,

Joan Harbison

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BusinessWeek.com -- Top News - Italy Exchange Halted for 'Technical Issues' After Plunge - 3 hours ago

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new santa cruz library

Personnel

personnel changes

phone system

planning

PLP

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public

Fw: weighing in on Library's future Inbox X

New window

Print all

Barbara Gorson to me

show details 6:50 PM (13 hours ago)

Reply

Barbara Gorson

----- Forwarded Message -----

From: Barbara Gorson
To: bgorson@pacbell.net; lpoitinger@comcast.net; nancy.g@surfcusa.com; dharazas@cityofsantacruz.com; jimreedsy@gmail.com; kbciers@sbccglobal.net; samf@capitolofall.net; ellen.prim@co.santa.cruz.ca.us; mark.stone@co.santa.cruz.ca.us
Sent: Mon, February 21, 2011 5:08:53 PM
Subject: weighing in on Library's future

Dear Council,
I read in the Sentinel today that a subcommittee has been formed to look at all of the library models. I hope that you can reach an acceptable compromise that serves the majority of the community. It concerns me that it seems like a small minority of outspoken county residents are unduly influencing decisions.

There are many residents who want a library system that is fair and equitable to the majority of library users. Even though some branches may be closed, it will be to the betterment of all the county residents to serve the highest number of citizens. Therefore, I urge you to vote to support Model D. As a teacher in these challenging economic times, I believe it is prudent to serve as many learners and their families as possible with available resources.

Jean Mahoney

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Follow up

Friends

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Live Oak issues

LSB

Ivy Luncheon

Management Team

Misc

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new.scotts.valley.library

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personnel changes

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PLP

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Fw: To The Library Board Members Inbox X

New window

Print all

Barbara Gorson to me show details 6:30 PM (13 hours ago) Reply

Barbara Gorson

----- Forwarded Message -----

From: [REDACTED]
To: bgorson@pacbell.net
Cc: lpojtinger@comcast.net; nancye@sunfastusa.com; dterrazas@cityofsantacruz.com; jannedsay@gmail.com; kbsiers@abeglobal.net; samfor@capitol@att.net; ellen.pric@co.santa.cruz.ca.us; mark.stone@co.santa.cruz.ca.us
Sent: Mon, February 21, 2011 6:05:01 PM
Subject: To The Library Board Members

Dear Library Board Members,

I am writing to you to express my support of the public library. After giving it much consideration, I urge you to support Model D. I feel it is in the best interest of our children and the community and one that would support the needs of teachers and students now.

Sincerely,

Gina Harbison

Reply Forward

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Dear Director Landers,

Thank you for your substantive and thoughtful answers to my questions. I appreciate you taking the time to respond during a very busy week.

The level of respect that library staff has for you is absolutely commendable (regardless of the rift it has created with the public)!! The staff's support for your recommendation reflects very positively on your leadership style. You were hired to revive a declining library system and then faced with the worst recession since the great depression. Despite needing to demote and layoff so many employees, the staff is all supporting you – both in the anonymous survey and even in their public comments. Please do not let the recent political debate, as fiery as it has become, discourage you from continuing the important work that must be done to improve the Santa Cruz library system.

With that said, the long-term financial solvency requires public's support of the library system! The text of model D describes repurposing the closed libraries "with a library presence" (p41, Task Force Final Report, 2011), but your responses about "giving away" the library's resources and removing them from the system suggest no continued connection with the library system. These "community centers" exist because they are libraries; taking away this defining characteristic guts their identities.

Libraries are still and will continue to be relevant because they provide spaces for people to come together (<http://www.fieldpaoli.com/blog/2010/08/qa-with-joan-frye-williams/>). Information is freely accessible on the internet. In contrast, libraries uniquely provide a place for communities to satisfy their "growing hunger for civic engagement" (para 4 of prior link). This is partly why I think it is critical we find a way for all these spaces to stay open as libraries.

I am hopeful that the rifts that have arisen can be repaired with continued thoughtful compromises (as unanimously voted on by the Library Joint Powers Board on 2/14/11). Thank you for your amazing public service over the past few years. Please stick it out. I am confident that the entire community will come together to support of libraries long-term sustainability!

Best regards,

-Lara Triona

----- Forwarded Message -----

From: Andrea Roth <[REDACTED]>
To: "gorson@pacbell.net" <gorson@pacbell.net>
Sent: Tue, February 15, 2011 1:26:13 PM
Subject: Diverse voices?

Hello Ms Gorson,

I sympathize with the pressure you and the other Board members are going through to make the library financially stable.

When I was at the Feb. 7th Board Meeting I noticed how racially homogenous we all were. I saw not one person of color. Through the pictures in today's Sentinel, it seems as if this was the case last night as well.

Conversely, whenever I go to the Central, Branciforte and Live Oak libraries, I see large numbers of Latinos within both the adult and kids sections. Is there anyone reaching out to this community to get their voice?

I am concerned that the "divide" in the community that is "pitting the employees with the public" is not representing the entire demographic of library users. Put more simply, the voices heard seem to not represent all of the library's stakeholders.

When you create your subcommittee to weigh next steps, I urge you to consider reaching out the community groups or organizations that can give you input from people you've not heard from yet.

Thanks in advance for reading this and thank you so much for your work to keep our libraries alive and well.

Respectfully,

Andrea Roth
English Teacher

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Forbes.com: Most popular stories - Vanguard's Three Worst Mutual Funds

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SCPL Patron Comment or Suggestion: mjoifwarren@cruzio.com Inbox X

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Print all

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Board of Trustees

book complaints

book discussions

Branches

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Personnel

personnel changes

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Priority

Privatization

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Scotts Valley Friends

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webmaster@santacruzpl.org to me show details 8:21 AM (19 minutes ago) Reply

The following message has been received from:

NAME: Oliver and Mary Warren

PHONE NUMBER: [REDACTED]

EMAIL ADDRESS: [REDACTED]

The branch libraries should not be closed. The Branchfort branch especially should be kept open although all are important. Having limited hours at the branches is better than closing them completely. The tax measure which was recently passed promised that the branches would remain open. You have an obligation to keep that promise.

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The Official Google Blog - Dialed up: the rapid launch and growth of Click-to-Call - 5 days ago

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SCPL Patron Comment or Suggestion: Library closures Inbox X

webmaster@santacruzpl.org to me show details 8:06 AM (34 minutes ago) Reply

The following message has been received from:

NAME: merry fay

PHONE NUMBER: [REDACTED]

EMAIL ADDRESS: [REDACTED]

Please do not close the libraries. Cut money back elsewhere like the services that keep all the homeless bums in Santa Cruz. It would be nice to have some libraries and less bums laying around everywhere.

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NYT Travel - In Transit: Tours of a London Palace Offer History and Ghosts - 7 hours ago

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Starred

Fwd: SCPL Patron Comment or Suggestion: library closures Inbox X

New window

Sent Mail

Print all

Drafts (157)

WEBMASTER SCPL to me show details 8:50 AM (1 hour ago) Reply

accounting

----- Forwarded message -----

al direct

From: <webmaster@santacruzpl.org>
Date: Sun, Feb 13, 2011 at 9:00 AM
Subject: SCPL Patron Comment or Suggestion: library closures
To: webmaster@santacruzpl.org

ala

The following message has been received from:

atohs

NAME: Farol Henderson

ayb

PHONE NUMBER: [REDACTED]

ATI

EMAIL ADDRESS: [REDACTED]

BMP

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book complaints

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branches

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Friends

Friends tech campaign

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LiveLook issues

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Management Team

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Tool cont Headlines - Is H&R Block the Perfect Stock? - 2 hours ago

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Starred

Sent Mail

SCPL Patron Comment or Suggestion: MODELS/CUTS Inbox X

New window

Trash (157)

Print all

accounting

webmaster@santacruzpl.org to me show details 10:16 AM (27 minutes ago) Reply

ad direct

The following message has been received from:

ala

NAME: AILEEN VANCE

apps

PHONE NUMBER: [REDACTED]

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EMAIL ADDRESS: [REDACTED]

AT&T

CDU

card request

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check dispensers

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Follow up

Friends

Friends tech campaign

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Live Oak issues

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Misc

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six digit

Gmail Blog - Advanced sign-in security for your Google account - 4 days ago

Back to Inbox

Archive

Report spam

Delete

Move to

Labels

More actions

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1 of 5292 Older >

SCPL Patron Comment or Suggestion: Live Oak as a CLC Inbox X

New window

Print all

webmaster@ santacruzpl.org to me show details 12:55 PM (5 minutes ago) Reply

The following message has been received from:

NAME: william delaney

PHONE NUMBER:

EMAIL ADDRESS: [REDACTED]

The plan to downgrade Live Oak to a CLC appears to eliminate space now used by laptop people and students for work space. That area is heavily used; especially when compared with the teen area. Live Oak already has space for use as a community center on Capitola Road. BAD IDEA!

Reply

Forward

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- B&B
- board report
- book complaints
- book discussions
- branches
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- committees for sustain
- community of interest
- consultants
- correspondence
- credit card
- culture change
- date due cards
- dewey
- disaster preparedness
- decade
- early literacy
- enr
- facility master plan
- Fellow
- Finance
- follow up
- Friends
- Friends tech campaign
- genealogy
- google
- grand jury
- Leadership
- listservs
- Liv Oak Library
- LSH
- lvy brochure
- Management Team
- Misc
- monthly report
- news
- new scotts valley library
- Personnel
- personal climate
- phone system
- planning
- PLP
- print
- Priority
- Privatization
- rip for materials
- Scotts Valley Friends
- self check
- spotlight
- statistics
- stores

Twitter / gmail - gmail: RT @GoogleMobile: New! Priority Inbox in #Gmail available for most HTML5-capable phone... - Feb 7 Web Clip < >

Back to Inbox Archive Report spam Delete Move to Labels More actions

Newer 6 of 5292 Older

SCPL Patron Comment or Suggestion: branch closing Inbox X

New window

Print all

webmaster@santacruzpl.org to me shows details 12:28 PM (28 minutes ago) Reply

The following message has been received from:

NAME: Doug Urbanus

PHONE NUMBER: [REDACTED]

EMAIL ADDRESS: [REDACTED]

As a resident of Ben Lomond I've conceded to the antiquity of the Felton branch. Close it, but please allow us to avoid unnecessary drives:

Please install a drop-off place for returned items somewhere in the Felton/Ben Lomond areas.

Reply Forward Reply by email to: WEBMASTER

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NYT Global Home - Palestinian Leader Dissolves Cabinet - 4 hours ago

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Inbox (18)

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Starred

Sent Mail

SCPL Patron Comment or Suggestion: Library Branch Changes Inbox X

Drafts (157)

New window

Print all

accounting

webmaster@ santacruzpl.org to me show details 12:24 PM (32 minutes ago) Reply

direct

The following message has been received from:

ala

NAME: David Drake

anals

PHONE NUMBER: [REDACTED]

any

EMAIL ADDRESS: [REDACTED]

ART

UJH

board report

To whom it may concern,

book complaints

It is with a heavy heart I address concerns of more Santa Cruz Public library cutbacks, particularly in the form of branch closings.

book donations

branches

budget

calendar

capital

circulation

community liaison

community of interest

consultants

customer services

credit card

culture change

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early literacy

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literacy

Liv Oak issues

LSR

Liv Lincden

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new scotts valley library

Personnel

personnel changes

reports system

planning

PLP

print

Priority

Privatization

RF for materials

Scotts Valley Friends

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Compose Mail

Yahoo! News Entertainment News - Marion Cotillard Joins New Batman Movie (omg!) - 4 hours ago

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Inbox (5)

Back to inbox Archive Report spam Delete Move to Labels More actions

1 of 5271 Older

Sent Mail

Fwd: SCPL Patron Comment or Suggestion: La Selva Beach branch Inbox X

New window

Drafts (157)

Print all

accounting

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Misc

monthly report

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new scotts valley library

Personnel

revenue changes

phone system

planning

PLP

print

Priority

Privatization

tin for materials

Scotts Valley Friends

self check

specialize

statistics

stamps

WEBMASTER SCPL to me show details 11:06 AM (1 minute ago) Reply

----- Forwarded message -----
 From: <schneider@scpl.santacruzpl.org>
 Date: Mon, Feb 14, 2011 at 9:58 AM
 Subject: SCPL Patron Comment or Suggestion: La Selva Beach branch
 To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Katharine Verhagen
 PHONE NUMBER: [REDACTED]
 EMAIL ADDRESS: [REDACTED]

Please do not close our local library branch in La Selva Beach. It has been one of the nicest features of living in this nice area. It is utilized by children, seniors and everyone inbetween. The staff and services are superb and would be sorely missed. Volunteers are enthusiastically donating their time and expertise and making it work.

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landerst@santacruzpl.org | Settings | Help | Sign out

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Has the words:

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e.g. today, Friday, Mar 26, 3/26/04

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Fool.com Headlines - Intel to Build \$5 Billion Chip Factory in Arizona - 23 hours ago

Web Clip < >

Inbox (5)

Back to Search Results

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Labels

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Newer 7 of 9 Older

Sent Mail

Drafts (161)

Fw: Monday's library meeting Inbox X

New window

Print all

Accounting

Barbara Gorson to me show details Feb 16 (6 days ago) Reply

adviser

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B&B

board report

book complaints

book dispensers

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genealogy

google

grand jury

Leadership

listservs

Live Oak issues

USB

live luncheon

Management Team

more

Barbara Gorson

----- Forwarded Message -----

From: [redacted]
To: bgorson@pacbell.net; houtingen@comcast.net; nancy.g@surfnetusa.com; dierrazas@cityofsantacruz.com; jimreedsv@gmail.com; kbeiers@sbcglobal.net; samforcapitol@aatt.net; ellen.pirie@co.santacruz.ca.us; mark.stone@co.santacruz.ca.us
Sent: Wed, February 16, 2011 10:23:31 AM
Subject: Monday's library meeting

Dear Library Board members,

This is a comment on Monday night's library meeting which was the first I attended on this important matter of possible branch closures. First, I want to say that while standing for most of the long meeting, in all my 65 years I have never been so proud to be a community member. The comments made by county residents, particularly by our elders and by our youngsters were both heartening and inspiring.

I would also like to thank all members of the library board for their time and efforts toward this concern, and would like to point out the very positive impression made by the following members, Nancy Gerdt, Ellen Pirie, Sam Storey and Katherine Beiers. Your conduct and care in speaking were most appreciated.

The obvious skills and knowledge of finances by member Jim Reed must also be noted. However, Mr. Reed's words toward the end of the meeting left the only negative mark of the evening. His words and demeanor were condescending and insulting. As he went on far too long to both the board and citizenry, I looked around the room from my standing perch watching faces sag in disappointment and some in disgust. Was it so necessary, Mr. Reed, to end the evening with a lecture?

Even so, when Ms. Gorson adjourned the meeting, I walked away proud to be a member of a community who cares so deeply about providing for it's neighborhoods.

Sincerely,

Pam Stearns
Santa Cruz

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Feed.com Headlines - Women Execs Drive Winning Performance - 1 hour ago

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Starred

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Drafts (160)

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date displays

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Follow up

Friends

Friends tech campaign

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grand jury

Leadership

NetServs

Use Oak Issues

LSB

tax hunchmen

Management Team

Misc

monthly report

new jls

new santa valley library

Personnel

relocated branches

phone system

planning

PLP

POP

Priority

Privatization

rio for materials

FW: Library Inbox X

City Council to David, Don, show details 8:45 AM (0 minutes ago) Reply

FYI

Tom Graves
Interim City Clerk Administrator, Notary Public
809 Center Street, Room 8
Santa Cruz, CA 95060
831-420-5035 - o
831-420-5031 - f
831-406-1121 - c

-----Original Message-----

From: Rich Mick [mailto:]
Sent: Tuesday, February 15, 2011 4:07 PM
To: City Council
Subject: Library

Dear Council Members,

Thank you for your work on library planning and also for taking more time to consider the community's request to find ways to keep branches open. Santa Cruzans are adjusting to the restricted hours and many of us are also volunteering. I would like to see the budget for new books continue to be limited. I also noticed a couple years ago that when I replaced a book that I'd lost I paid about a third of what the purchasing dept. told me it would cost them. They allowed me to buy it myself once they saw that it was an identical copy of the one I'd lost. This causes me to wonder whether there is a way to buy books at a lower cost than the way it is done now.

Sincerely,
Richard Mick

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Forwarded Message ----

From: Elizabeth Knights <[REDACTED]>

To: gorson@pacbell.net

Sent: Wed, February 16, 2011 8:08:35 AM

Subject: Libraries: Internet Research re: Impact

Dear Ms. Gorson,

I have been following the debate on the future of our library system, without any strong leaning as to which is the best path forward. As a result, I decided to research any studies on the impacts of closing libraries. I couldn't find one study so far that supports closing libraries, any library, as being a wise decision. It appears that an open library is an enormous asset to a community, economically, if not otherwise, too. Closing a library is a false savings.

I encourage you to either follow these links (below) to see research and articles on the impacts of closing libraries, or do your own research. I am, at this point, truly wondering what the Library Task Force used for their research in order to come up with the four proposed Models.

Lastly, I do not see any proposed re-opening of the smaller, less-used branches, in the event they are closed. That is quite worrisome.

I think it would be better planning in these financially difficult times to keep all the branches open somehow and put off upgrading technology in any big way until more prosperous years, than it would be to upgrade a fewer number of open branches now, and try re-opening branches later that, branches that may be closed for years.

Please press for the long-term health of our community and economy.

Thank you,

Elizabeth Knights

[REDACTED]

Links:

My question was: what would be the impact of closing the smaller branches, as supported by research already done?

Internet searches yielded:

1) An article about the benefits (economic) to the community weighed against their taxes to fund the library:

http://chestertontribune.com/Library/11593%20analysis_library_brings_communit.htm

2) An article about the economic impact of closing libraries on local economies. Briefly,

shutting a library to save dollars is a false savings in the end:

[http://education-portal.com/articles/Library Closures and their Impact on the Community.html](http://education-portal.com/articles/Library_Closures_and_their_Impact_on_the_Community.html)

3) Links to numerous studies on the potential economic impacts of closing libraries: These links appear to be more unbiased than the first two articles, yet I have yet to find even one of the studies that supports the economic wisdom that closing a library saves a community money in the long run. I could use help sorting through these. Perhaps there's a report somewhere in there that would justify Model D, but I don't see it!

<http://dpi.state.wi.us/pld/econimpact.html>

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books complaints

book dispensers

Branches

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culture change

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Felton

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new santa valley library

Personnel

personnel changes

phone system

planning

PLP

ppm

Priority

Privatization

rfb for materials

Thank you Inbox X

David McMurtry to gorson, lj show details 3:58 PM (16 hours ago) Reply

Dear Joint Powers Board,

The issue of closing branches has been a vigorously debated topic which has had a polarizing effect not only on many of the public but on your Board as well. Thank you for stepping back from the precipice by postponing the vote to consider other options that address the key concerns.

Sincerely,

David McMurtry
Felton

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NYT Travel - In Transit: A Prague Musical Returns, Funny and Dark - 23 hours ago

Web Clip

Inbox (8)

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Felton

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Living Oak issues

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law junction

Management team

Misc

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new lists

new scotts valley library

Personnel

personnel changes

phone system

planning

PLP

POW

Priority

Privatization

info for materials

Fwd: Fw: Library Closures - Community Feedback Inbox X

teresa landers to me show details 7:59 PM (11 hours ago) Reply

----- Forwarded message -----

From: Gorson <gorson@pacbell.net>
Date: Mon, Feb 14, 2011 at 2:57 PM
Subject: Fw: Library Closures - Community Feedback
To: Teresa Landers <teresa.landlers@gmail.com>

----- Forwarded Message -----

From: Alison Lindberg <[REDACTED]>
To: park.stone@co.santa-cruz.ca.us; ellen.puric@co.santa-cruz.ca.us; sanlo@capitolia.net; lberser@sbglobal.net; jimreedse@gmail.com; dieragas@cityof.santacruz.com; nancyg@sanfactusa.com; hpollinger@comcast.net; gotsand@pacbell.net
Sent: Mon, February 14, 2011 2:44:40 PM
Subject: Re: Library Closures - Community Feedback

Correction to my last line.
Please vote to implement Model C ----- (NOT D)

(I had a funny feeling when I hit send; now I know why).
Katherine was kind enough to point out. Very embarrassing.

Alison

On Mon, Feb 14, 2011 at 2:09 PM, Alison Lindberg <[REDACTED]> wrote:

- > Sirs,
- >
- > As I am not able to attend the meeting at Loudin Center tonight I want
- > to voice my families opinion. As residents to Felton for 20 years, we
- > are in complete disapproval of the potential to elect for Model D of
- > the Library plans which will have a direct impact to my community. We
- > are in favor of Model C and no less. I pay taxes for a community
- > library system that is not volunteer only (and the inconsistency
- > simply kills attendance), not specialized, and accessible to ALL. Key
- > word: accessible. Key point: vital to community health.
- >
- > Some key points that have been missed is the importance of a library
- > to any vital and viable community, one which the San Lorenzo community
- > continues to be. Felton is the gateway of the San Lorenzo Valley. By
- > crippling and divorcing our community from the benefits of the full
- > library systems, you are putting a dagger in the hearts and
- > opportunities for many. The reason Felton Library is so loved has
- > always been in its ability to support the community with a place to
- > meet, share stories and reading circles, and to allow for a breath of
- > access to materials with book sharing across the system. Our children
- > grew up with the library and love this library. They provide
- > community volunteer service to this library. And as for ourselves,
- > the adults, I came often for books to pickup for myself and my
- > children... when the hours were REASONABLE ! Most of us can all WALK
- > to the library and not depend on parents or enough gas money to go the
- > distance elsewhere. The location of the library is perfect in Felton
- > -- the heart of the San Lorenzo Valley; accessible to all unlike
- > Scotts Valley or Santa Cruz.
- >
- > Your arguments are without merit. When the library shutdown its hours,
- > you use as an argument that few visit the library now... well YES,
- > that is probably true because you removed accessibilty to the library
- > that offered a reasonable set of hours to not just children, but
- > adults most especially who also used the library. So this argument is
- > completely invalid. To say that you need to close Felton because a
- > library is forthcoming to the high school is without validity because
- > 1) the school is not open year round and 2) its not just children who

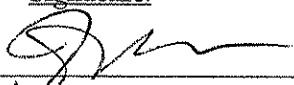
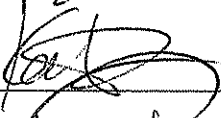
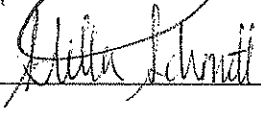
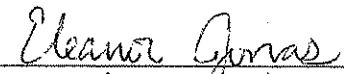
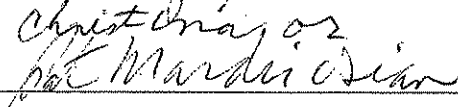
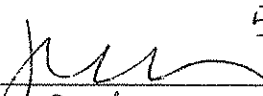
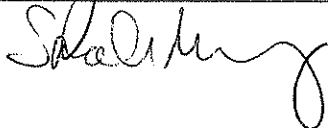
Your arguments are without merit. When the library shutdown its hours,

- > you use as an argument that few visit the library now... well YES,
- > that is probably true because you removed accessibilty to the library
- > that offered a reasonable set of hours to not just children, but
- > adults most especially who also used the library. So this argument is
- > completely invalid. To say that you need to close Felton because a
- > library is forthcoming to the high school is without validity because
- > 1) the school is not open year round and 2) its not just children who
- > use the library! And lastly, local libraries build and sustain
- > community. This was the one place we could all learn about and
- > participate in common opportunities, events, social and business
- > networking, political dialog, lectures, community service, and other
- > essential social-economic contributors to the health of our county.
- > We are a people and we want to be part of the process. Community
- > libraries are our lifeline to that process.
- >
- > Please, libraries are not something that one plays with like chess.
- > They are our means to empowerment of the people, literacy access to
- > ALL (NONE of the plans, with exception of Model C support full
- > access), and toward full and respected community participation for our
- > valley.
- > Vote to implement method D.
- >
- > Respectfully,
- > Alison and Scott Lindberg
- > Forest Lakes, Felton CA

To the Members of the Santa Cruz Library Joint Powers Board:

We, the undersigned, urge the Santa Cruz Library Board to choose Option ^{or D} B₁ for our libraries, so as to preserve specialized staffing and continue programs for children and youth in our community. We believe that somewhat shorter hours are an acceptable trade-off for retaining this invaluable programming which would be impossible without trained librarians, staff, and specialized central and branch services. We also strongly urge the preservation of specifically youth-directed reference services because of the importance to pre and school age children and their parents. Specifically, story time and lap-sits improve literacy by providing a positive environment for learning language patterns and associations (through rhyme, song, and stories) as well as providing a social and physical activity sphere that enhances children's ability to become critical thinkers and lifelong learners and readers. The verbal and physical activities taught and used in story and lap times are designed to assist in improving infants' and toddlers' cognitive and motor skills development. Access to these services is critical for children not yet old enough for preschool or kindergarten.

Please do not take our story times away!

<u>Print Name:</u>	<u>Signature:</u>	<u>Address:</u>	<u>Email/Phone #:</u>
Jeffrey Erwin		825 1/2 N Branciforte Ave Santa Cruz, CA	Jeffjeff@erwin@gmail.com
Katrina Jensen		825 1/2 N Branciforte Ave Santa Cruz CA	Katrinamjensen@yahoo.com
Stella Schmitt		916 Cayuga St SC 95062	ststella2@hotmail.com sceleaner99@hotmail.com
Eleanor Jonas		119 Palo Verde	SC 95060
Christina Mardirosian		Schaeffer Rd S.C.	1535-273
Jessica Cohen		508 Buena Vista Ave SC, CA 95062	cjessn@yahoo.com
Sarah Moody		4066 Dakota Ave Santa Cruz 95060	sarahmoody72@earthlink.net

Print Name:

Signature:

Address:

Email/Phone #:

Linda Burnam *Linda Burnam* 2155 Wharf Rd #6 Capitola CA 95010 burnam608@hotmail.com
claralilligwilshire@gmail.com

Clara Lillig Wilshire *Clara Lillig Wilshire* 216 Kosland Way 425 4573 gmail.com

Chloe Hunt *Chloe Hunt* 107 Kosland Way chloehunt91@hotmail.co.uk
PO Box 744 mt. Hermon 95041

COURTENEY ANDREWS *Courtney Andrews* courtneyandrewse@gmail.com

Kathryn Parker *Kathryn Parker* 129 Redwood casparker1@juno.com
531-768-8108

Lori Sims *Lori Sims* 134 Linnthorpe Dr., Watsonville 151153@gmail.com

Gretchen Miller *Gretchen Miller* 311 Branciforte Ave SE 510-292-71 andruh7@yahoo.com

Cynthia Horabeak *Cynthia Horabeak* 25 Blake Ave Corralitos CA 831-722-251

Shanelle Bokariza *Shanelle Bokariza* sbokariza@yahoo.com 831-345-528

Elizabeth Costella *Elizabeth Costella* 609 Grace Way Scotts Valley CA ecoste@hotmail.com

Stacy Townsend *Stacy Townsend* 14429 W. Park Buckle Creek 95006
Stacytanned7@yahoo.com

Cheryl Winterburn *Cheryl Winterburn* 990 Smith Rd crouton@sbcglobal.net
Watsonville, CA

Janel Kirby *Janel Kirby* 657 24th Ave #50 Santa Cruz 95062
mskirby06@yahoo.com

Katelyn Ippisch *Katelyn Ippisch* 410 A Hill St Capitola, CA 95010 kcippie@hotmail.com

Sarah Forse *Sarah Forse* 2390 Murriel Dr. Santa Cruz, CA 95002
mejraser@gmail.com 831-419-6513

Kristin Miller *Kristin Miller* 400 Branciforte Dr. Santa Cruz, CA 95060
kristinejmiller@gmail.com 425.246.7788

Amy Mathey *Amy Mathey* 2977 Mar Vista Dr. Aptos, CA 95003 831-227-3090

Print Name:

Signature:

Address:

Email/Phone #:

Katy Maddox *K Maddox* 591 Pineridge Rd. Katelands@
Santa Cruz 95060 yahoo.com

Christine Robbin *Christine Robbin* 16100 Big Basin Way jncrobbin@
Boulders Creek CA 95006 gmail.com
831-335-0535

Natalie Kopacz *Natalie Kopacz* 101 N Big Trees PK Rd, Residential
Felton, CA 95018 natalie@stinyaticheke.com

Maya Murphy *Maya Murphy* 2073 Redwood Dr. mayamaries23@
S.C. CA 95060 hotmail.com

Theresa Knight *Theresa Knight* 405 El Salto Dr bakewell_girl@yahoo.com
Capitola CA 95012

Janet Hoover *Janet Hoover* 239 Surburbin 95062 hooloo@acruzio.com
Santa Cruz, CA

Amanda Reilly *Amanda Reilly* 2765 Sibel Ln mandarin@att.com
Sequel CA 95073

Jessica Beck *Jessica B* 12 Maereca, SV, 95066 mjbeck@att.com
BenLomond
95005

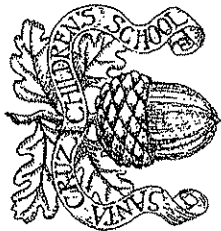
Kim Bresson *Kim Bresson* 9540 Mill St. Apt A Kimbresson@gmail.com
BenLomond
95005

Garry Crummer *Garry Crummer* 226 Seabury Pl SC 95060 garry.crummer@att.com

Michelle Fowler 1012 Windsor SC 95062 michelle.fowler@att.com

Alyssa Gardner *Alyssa Gardner* 7994 Soquel Dr. Apt 5 alyjewel176@yahoo.com
95003

Rebecca Fox *Rebecca Fox* 3108 Cuciner Ct. Apt 5 rebecca@californiafox.com
95003



Santa Cruz Children's School
366 Gault Street
Santa Cruz, CA 95062



Library Board
117 Union St.

Dear Library, I come every week to the Library and I have got a lot of books. The librarians are so nice to everybody. Every year the school has science fairs. We pick a subject and go to the library and get books. I love this Library because of books and it is a quiet place. I also want to thank that it is in Santa Cruz. This Library has also taught me to read.

from Violet scholar
age 9

Dear Library board,

I've been coming to this library for about seven years and I think it should stay a library. I come here every Tuesday with my class and check out books. I check out lots of books to do school projects and our school wouldn't be able to get the information we need.

Please don't turn the Branciforte Library into a tech center or close it so it's just a building. Books help so many people learn and it would be terrible if you closed it.

If there were only adult books, kids wouldn't learn to like to read so they wouldn't learn as much.

Please don't shut it down,
Sincerely,
Estelle

Dear Library
Please don't shut
down! This is the
only place get
research for my
reports. It has a
of great selection
books

sincerely

sincerely

Max

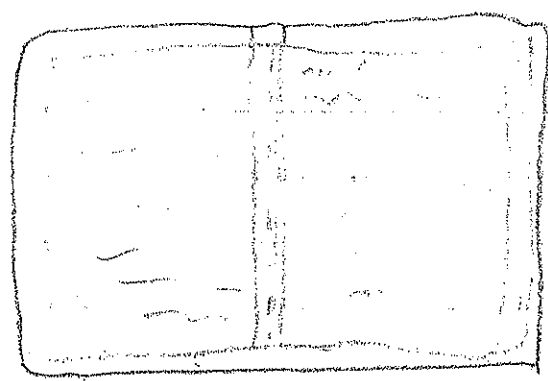
Mansfield.

Jack

Dear Library Board

please keep the library, my reading skills have improved drastically but shutting it down or turning into a tech center will not help them at all, please keep the library open.

honestly, Jack.

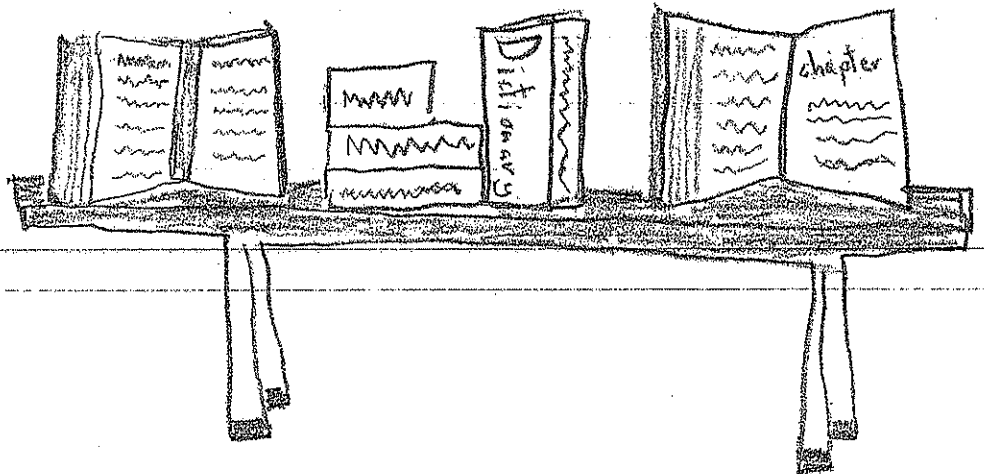


Dear: Librarians

I'm really sorry that this library is closing. Also I'm sad cause me and my class mates wont be able to enjoy all of your great books. I've enjoyed the 4 1/2 years I've been visiting this library. I have so much knowledge from reading these books and every time I come I learn new things I never learned before.

Thank You

sincerely → T. Lias
stabelil



Dear Library Board,

I use the Branciforte Library for a lot of purposes. I use it to get books for reports and science fairs, but mostly I use it to get novels and books to read for fun. When I request books, I always request them at Branciforte because it's the most convenient. Because I can check books out here, I spend more time reading than listening to music!

The librarians at Branciforte Library are sweet and are always willing to help you find something.

One of the graduates from our school won the national science fair competition. Most of her research was done here at Branciforte Library.

Sincerely,

Mika (pronounced Mee-kā)

2/8/10

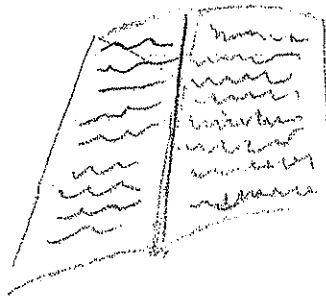
Dear Library Board,

I am very sad to hear that this library might get shut down. Ever since I was little I came to this library with my mom and little sister. I even remember the day I got my first library card. Now I come here with my school every Tuesday. I check out books from here, use the computer, and even find this a nice quiet place to do school work. I love it here.

Please do not shut this library down.

Sincerely,

Phoebe Scholar



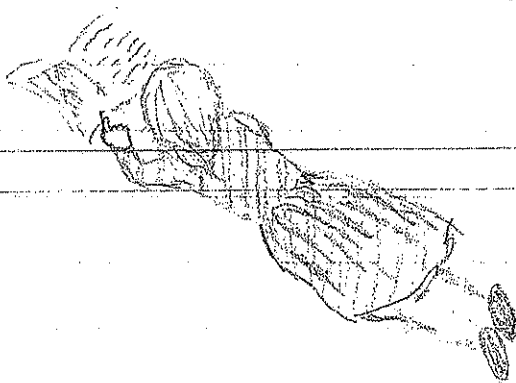
Dear Library...

I really want this branch to stay open, because of this library our school has a good opportunity to pick out books that we don't have access to at home. When we have our science fair our best bet is to check out a book on our topic instead of using internet.

Everyone in the staff please everyone by helping to all of their knowledge (which is a lot). The computers should be the least of people's concerns when all of these well cared for books line the shelves. I entirely appreciate this library and hope the City Council reads these letters and change their minds, the more libraries the more education.

Sincerely

Catlynn...



2/8/11 ^{age} 10 ^{grade} 5

Hawley

Library
Dear Board,

Hi, my name is Izze Hawley, I am 10 years old.
I have checked out many books at the Branciforte
public library and my class and I don't think
you should shut them down. They have been a
good library to our school and myself, give it one more
chance, **PLEASE!**

You should never shut this library down!
My classmates and I have all improved in
our reading skills. The library has been
a big joy to every one at our school.

sincerely and thankfully,

Izze
Hawley

Dear library board,
I have been informed that you are planning to shut our library down. I want to share MY experience at this library with you.

Imagine this: my eight-year-old eyes peer up at the stacks and shelves of hidden treasures. "Stay with us" the books seem to whisper light streams through the window and onto my favorite book. I pick it up and start to read. My mind races as I start the book "T-H-E" I whisper as I read, "L-I-T-T-L-E R-E-D H-E-N" I don't know how long I read for. At least 20 minutes. Absorbing every thing I read, I start a new book. Then another. Then another. How many books. How long will it take to read them all? I don't know. But I am sure of one thing: I am a library girl.

I see more and more bright faces walking to the library 3 years later. Are you willing to sacrifice children's childhoods? Are you willing to get rid of a place where stories are adventures with covers? Or will you be stronger and give kids their imagination? THINK

from,
Antonia M.

Dear Library,
 I think I have read 1,000 books from the library. My whole class loves the library. I even made a bag for my library books. I am checking out books for my science fair projects. And book reports. Every Tuesday every class goes to the library. I really like the LIBRARY!

Your Friend,
 Rosemary
 Mummerlyn

Age 8

Dear Library,

One of my favorite subjects is going to the library. I like it because I can find tons of books. Every morning at 5:00 I pick a book from my bed that's from the library. I am always looking forward to Tuesday. I get a lot of good books from there.

Love,

Juliana Lo

age 8

Dear Library,
Please do not close this library!!!
Every week we check out books
to read and your books are great.
If you close we will not be able to
get books. I have probably read
300 books from this library. Your
librarians are very helpful in finding
books. This is the closest library
we have. All of us will start checking
out more science books because of our
science fair.

from
Gabrielle Hadinger age 9

Dear Library,
I learned so much here.
I have so much fun.
I think you are so helpful.
I come here once a week.
You have helped me on book-reports
knowledge & lots of other things.
I like the library because of the
books!

Love,

Addie Sporleder
age 9

Dear Library,

Please don't close this library! We come here every week and would miss it very much. I've read so many good books there, and it's the only one close to our school. I have probably read more than 300 books there and I'm planning to read many more. If you close it, I won't be able to do that. And I'm not the only one who benefits from this library, just ask my friends, or other people that live close to it. Like I said earlier, please don't close this library!!!

From,

Quentin Freeman, Age 8

Emma

Dear Library,
I really like reading Garfield comics. This is the only place I know that has Garfield comics. If the library shuts down, I won't be able to get any books that I really want. I was planning on getting the fifth book in the Percy Jackson series from this library, but if the library shuts down, I won't be able to get it.

Emma Harris, age 9

P.S. I really want that book.

Dear Librarys

Please Dont shut down.
My favoute book are
in the library. I get better
at reading. Its my favoute
place to be.

From Michael D Wilson

Dear Library,

Please don't shut down! All of the
librarians are so helpful! We read over
350 books from here. Plus you have the
whole Matt Christopher series. Please
stay!

from,
Quinn Cury, age 9

P.S. you order all the right
books! ☺☺☺

Dear library,

I like this library because of the books. Reading is one of my favorite things to do. My favorite books are the American Girl, Baily School Kids, and Fairie Realm, and many other books. This place helps me with many things like my science project. This library is a very helpful place to many people.

"I love the library!"

From Aliya B. Ware age 9

P.s I visit every week.

Dear Library,
I like this library because of
all the books.

I like places with carpet ^{and} high
ceilings.

This library is the best
library.

I always pick out the perfect
books or book.

I use this library for science
projects.

This place helped me learn how
to read.

LOVE CHARLOTTE

RUBENS

AGE 8

Dear Library Board,

Over last ~~eighteen~~ years we have been bringing young readers to the Branciforte Branch each week.

Building a life long love of reading and learning is a primary goal of all educators. Weekly visits to the library has ensured a love of reading and an eager anticipation for the next great book. Our students love

The staff and materials in the Branciforte children's section are precisely the correct scale to enable children to learn to use the libraries resources independently.

Using the library regularly creates a sense of belonging in our community. It demonstrates that we as a city value children's learning.

It is a cliché to say that books and great literature is a

open vista on the world, but
it is true!

The Branenforte Children's Section
is a treasure, please keep it
open! We know you are facing hard
choices, the economy will improve -
keep the branches open - hang in there!

Sincerely,

Adele Gardner
Teacher / Director
Santa Cruz Children's School

Dear Library Board,

Our school walk to the Branciforte Library every Tuesday to get books. We love to read and we do not want it to get shut down. It is only 1 block from our school and the library downtown would be too far away.

I like to read books here because it has so many to choose from, so I can read whatever I want to. I like the "Series and to 'How to Do This'" books. I like to read the books at the library and at home. I would not like it to be anything but a library because anything else would not be a library. I like to explore the kid section and the grown up section but mostly the kid section

I wouldn't want a tech center because it would have no books. I love adventure stories and I could cry if there were none.

Sincerely
Shianne a
5th grade student

Dear Library Board,

Please, do not shut down the Branciforte Library. We really do not need a tech center - kids everywhere already spend enough time using that sort of stuff, adults too. On an empty building, that would be even worse. Seriously, people need to read more books. Books help us help us learn, have fun and expand our imagination. If you shut this library down, some beloved childhood memories will fade away to nothing. Like the time there were peacocks on the roof, or when I just started reading the Gilda Joyce series (Jennifer Allison). In years to come, grandparents who were children will visit the library and find an old book they read years ago. But if it's closed down, none of that will happen.

Just by looking at the walls, you can see the children's artwork, posters and lots and lots of books. The Central Library is similar, but it's missing... ~~something~~. Also, the Branciforte Library has more children's books that a kid can really just take off the shelf and read, saying: "Wow, this is really good".

Thanks to the Branciforte Library, I have read: The Artemis Fowl series, The Sisters Grimm, The Johnny Maxwell

Trilogy, The Yggwysey, The Azybadics, The City of Ember and
lots more. If you close the library, you won't be
improving people's lives, you'll be taking something very
important away.

Sincerely,

Ruby Redgrave

Dear Branciforte Library Board,

I have been going to this library for almost six years, and I have fun reading the books here and reading with my friends. I recently checked out a book called "The Way We Work", and without this book, I wouldn't have been able to get an idea for my school science fair project, and there would be a bigger chance of me

getting a bad grade in school. If you shut down this library, not only would these books and memories shut down as well, but all of the elderly people who live at La Posada won't have a library to walk to. And everyone else who lives near here and my school won't have such a close place to get books and

get educated. Think of
all of the sad faces and
teary eyes of those
elderly, retired people,
those librarians who will
lose their jobs. If you
shut this place down, more
people will lose their jobs,
and then their houses.

There have been many
amazing students who
used to and still go
to my school who have

won awards for their
science fair projects.

They couldn't have done
it without your books.

Please keep this library!

Sincerely,

Carl Ward

FEB 22 2011

~~1454 [REDACTED] ts.~~
~~Santa Cruz, CA 95005~~
February 16, 2011

Ms. Barbara Gorson
Library Board Chair
Santa Cruz City Library
117 Union Street
Santa Cruz, CA 95060

Re: Library branches

Dear Board Chair Gorson,


What! I was shocked to read that library branches may be closed, but in all this budget talk the administration HAS NOT BEEN LOOKED AT. Isn't this the way it always is, everyone else sacrifices, but not the administration of whatever is on the chopping block.

If this closure happens, all the library users in Felton, San Lorenzo Valley and in my area (Branciforte branch) must use the downtown Santa Cruz branch. Do you realize how difficult it is to find parking downtown or time consuming to take a bus?

This speaks of government dumbing down their citizens. Libraries are a major contributing factor in keeping our citizens reading and learning. All branches of the County library system must be supported.

Please share my thoughts with others on the subcommittee.

Sincerely,


Suzanne Stephens

From: Sarah Meyer <~~redacted~~>

To: mark.stone@co.santa-cruz.ca.us; ellen.pirie@co.santa-cruz.ca.us; samforcapitola@att.net; kbeiers@sbcglobal.net; jimreeds@gmail.com; dterrazas@cityofsantacruz.com; nancyg@surfnetusa.com; lpoitinger@comcast.net; bagorson@pacbell.net

Sent: Tue, February 22, 2011 1:52:49 PM

Subject: library

Dear Library Board Members,

I am writing to you to express my support of the public library. I am dismayed by the financial predicament the system is in and am saddened that cuts will have to be made. I am a regular visitor to the downtown Santa Cruz branch of the library. Books and reading are an important value in my/my family's life, and the public library plays an important role in the development of my two-year-old son's love of reading (and in mine!).

I have reviewed the task force's four service models. At first glance, Model C looks ideal. The thought of closing branches is an abysmal one. However, Model C does not appear to provide anything except open branches. I am afraid that adopting Model C or a similar one would leave this library as a shell of its former self. Books and physical space are important but I believe we can do much better and create a library system that reaches more members of our community through services and programs, and becomes a vibrant part of our community. After much consideration, I urge you to support Model D. We owe it to our children to create a library system that will be relevant to them in the future. A library system that can support the needs of teachers and students, that offers classes such as computer and language classes, and provides resources for collaboration is one that I can support.

Although I value books, I also think the library should be investing in technology. Currently, the library's computers are of little or no use to job seekers or college students. There is no easy way to create a resume and email it, nor can students open email attachments from teachers and classmates. This is embarrassing. I hope you consider the needs of an entire community, including future generations when making such a monumental decision on the future direction of our library.

Sincerely,

Sarah Meyer
Santa Cruz

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- [amy](#)
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Newer 12 of 5303 Older

SCPL Patron Comment or Suggestion: Branciforte Inbox X

New window

Print all

webmaster@santacruzpl.org to me show details 2:08 PM (3 hours ago) Reply

The following message has been received from:

NAME: Casey Hawkins

PHONE NUMBER: [REDACTED]

EMAIL ADDRESS: [REDACTED]

=====
 I would prefer the libraries stay open, especially mine, Branciforte. If the libraries close, I will NOT be voting in the future for ANY monies for the SCPL. Teresa could be more creative in using the Branciforte Library to the utmost.
 Signed, Not Happy
 =====

Reply Forward WEBMASTER is not available to chat

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FEB 23 2011
FEB 23 2011

February 21, 2011

Dear Library Board,

I am a 91 year old resident of the Dominican Oaks in Santa Cruz. As a voracious reader, I use the Bookmobile as a resource for my inspiration and knowledge of books. The staff there is so helpful by providing myself and fellow residents with books, reading suggestions, videos and audio books.

I have been reading about the library's situation and want you to know that I support any model that keeps the Bookmobile running to Dominican Oaks and other residences like mine. All library patrons who cannot drive to the library should have these types of services.

Thank you for your consideration,



Barbara Mahoney

From: Sc Librarystaff <[REDACTED]>
To: bagorson@pacbell.net; dterrazas@cityofsantacruz.com; samforcapitola@att.net;
ellen.pirie@co.santa-cruz.ca.us; nancyg@surfnetusa.com; mark.stone@co.santa-cruz.ca.us
Sent: Mon, February 21, 2011 9:40:54 PM
Subject: Opinion

Headquarters has taken more and more money from the branch libraries year after year. Before the passage of Measure B, the central library and all the branches functioned more effectively such that they were open longer hours than today and with fewer employees than today. The change in operations began in the months after Measure B when the previous director moved administration out of central and into a separate, spacious and expensive headquarters. The library director had 2.5 administrative support but, within a year, there were 4 administrative assistants, an office manager, a training librarian, a facilities librarian, a new bookmobile, and several outreach workers. Headquarters, as the figures show, has taken on a life of its own. The current director is planning to hire a six figure assistant director and a second technology manager. This would cost more branch workers.

One suggestion is to utilize the storage space at central to create administrative offices. A second suggestion is to carefully weigh the cost of services like programming, outreach, and training. The personnel budget would then be adequate for staff who directly serve the public at the 10 branches.

Martin Bernal has contemplated incorporating Library IT into City of Santa Cruz IT. Shifting the personnel cost of LIT to the City of Santa Cruz could save hundreds of thousands annually.

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If you're going to keep all the branches open, you're going to need staff there, don't think volunteers and machines will do the job. You will need to reduce programming, librarians, and technology. You will become an inferior library system. But the challenges that will face all public libraries in the future with conversion to digital media don't need to be addressed here now.

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amc

ALL

all

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book complaints

book dispensers

branches

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date due cards

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genealogy

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Leadership

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LIVE Web issues

LSD

lvy luncheon

Management Team

Misc

monthly report

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Personnel

personnel changes

phone system

planning

PLP

print

Priority

WEBMASTER SCPL show details 11:56 AM (56 minutes ago) Reply

----- Forwarded message -----

From: <webmaster@scpl.santacruzpl.org>
Date: Mon, Feb 28, 2011 at 11:49 AM
Subject: SCPL Patron Comment or Suggestion: :)
To: webmaster@scpl.santacruzpl.org

Janis O'Driscoll

The following message has been received from:

NAME: Hillary Martisius

PHONE NUMBER: [REDACTED]

EMAIL ADDRESS: [REDACTED]

Hi
I just to say SAVE ALL the libraries!
CUT the pay the highest paid administrators are getting!!!
and/or
Advertise across the nation that there are great library administrative jobs
available in gorgeous SC CA offered with a pay that is 20% lower than what is being
paid now to the current administrators

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Teresa Landers <landerst@santacruzpl.org>

Fw: Branch Libraries not as Community Centers

Barbara Gorson <bagorson@pacbell.net>
To: Teresa Landers <LandersT@santacruzpl.org>

Mon, Feb 28, 2011 at 8:52 PM

Barbara Gorson
831-464-6717

----- Forwarded Message -----

From: Vivian Larkins <[REDACTED]>
To: bagorson@pacbell.net
Sent: Mon, February 28, 2011 7:51:27 PM
Subject: Branch Libraries not as Community Centers

Dear Ms. Gorson:

Thank you for forming a committee to look further into the future direction of the library system. I am writing to support keeping all the branch libraries open as libraries-not in another form as community centers. I don't feel that a community center with books can replace a public library.

I was present at the library board meeting where the idea was discussed to have the Branciforte Library be turned into a Children's Center. I am a parent of a 6-year-old and I live right by the Branciforte Library, so we would be the target audience to use this type of community center. But as I thought about it, I realized I would not want a Children's Center in place of the branch library. I use the library to find books for myself as well as my son. I find art books, cookbooks, and novels to read. There are many other adults there without children, using the services of the libraries. And I love that my son sees me, and other adults, still wanting to read and learn and improve ourselves. The public libraries are truly a place for everyone and that can't be replaced by a community center. I see libraries as a place for learning and honoring knowledge, and that function can't be filled by anything other than a public library. I would really like the branch libraries to stay open as libraries, even if it is with reduced hours.

I also think much more research should go into the financial impact of the "partnerships" needed to form a community center/ library model. I don't think that it will necessarily be a big cost savings for the library system, as partnerships also take resources and time to make them work. Especially considering that it is not the preferred model by the many patrons at the library board meeting, I don't think the savings would outweigh the negative impact of the change.


Thank you very much for listening to public input on this issue. I strongly

support the branch library system as it is and think Model C is a good solution to this issue. I don't feel technological improvements can replace the need for branch libraries, and neither can hybrid community center/ book deposit locations. I think the community response to this issue shows that people still feel branch libraries are very relevant and important, just as they are.

Thank you again for your time. I really appreciate the work you are doing for the libraries.

Sincerely,

Vivian Larkins
535 Windham Street
Santa Cruz, CA 95062

 **winmail.dat**
3K

Monday, February 21, 2011

An Ode to the Library

As I lug 50 pound bag of books across the street or around the corner
 the kids running ahead or lagging behind
 I don't mind the weight because I know four small hands will soon put it all in the book
 drop
 taking peaks in the slot hoping to see hands on the other side whisking away the volumes

The empty bag will droop from my shoulder as I lag behind the kids
 already at the top of the stars
 They run ahead and make their rounds (puppet theater, discovery table, reading table)
 Quickly
 Making sure all their favorite spots are still intact
 And looking to see what's new, different

I wander off, filling the bag as I go
 From zero to fifty pounds
 Thrilling at small discoveries and looking around for an adult to whom I can gush about
 the genius of the children's librarians
 I hold my tongue, deciding not to divulge the secrets I have sussed out since we became
 more than occasional visitors

The abecedarians and counting books perch on their own shelf
 Neat ABC and 123 spine labels setting them apart from the rest of the story books to
 come.
 Next come the Mother Goose books
 which I bypass
 though I know someone will be glad to find them
 The two year old is making a quick stop at the drawing table
 before following me along to the section of holiday books
 (What a nice idea, why don't all libraries do this?)

I lose the toddler as I pass down the magical aisle of 398.2
 A whole row of fairy tales and folk stories
 Standing apart from the rest of the Dewey Decimals
 A gateway between the JEasy storybooks and the serious world of nonfiction
 (I wonder if anybody ever thought of putting 811 Poetry in it's own aisle
 a sentry in verse between the whole rest of the Youth Library
 and the edgy corner of the Young Adult Section)

One of the librarians smiles and asks if I need any help
 Not this time, but the next time I am looking for patience-themed literature
 or my daughter needs to find books on runic alphabet systems
 I will seek out her
 or one of the other Oracles in the children's section

Before I make my way to the special shelves with themes that the librarians have
 divined are important this season
 I pass by the seven year old, sitting on a cushioned bench for one
 at the end of a row
 Engrossed in a book she didn't know existed until she walked by it
 a few minutes ago

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An Ode to the Library

But Don't You Have a Toddler at Home?

Handwriting

Free Range Math

► January (3)

About Me

Amy

View my complete profile

As I cruise around the chapter book section
My toes curl with joy, sure that *my* children's librarians are the only ones smart enough
to give shorter chapter books there own wall
so kids who are beyond the controlled words of a Dr. Seuss Reader but not yet ready for the
wider world of Harry Potter, the Phantom Tollbooth, and the Rats of Nimh
Can still read big kid books and stretch their reading muscles

Making sure to give the JEasy+ shelves a little attention
(I always worry that others haven't discovered this section of picture books with more words
about slavery, World War II, child labor, Anti-Semitism...)
I quickly peruse the CDs, looking for Beethoven for Kids and the Red Balloon.

The bag is now too full for anything but the board books the two year keeps running up to stuff
inside
I realize I haven't looked at the community table in a while and take a look at the stacked flyers
(After all being a purveyor of information to the community is the heart of a public library)
I find both kids sitting on the floor in front of the shelf that inexplicably
(but probably because of space)
contains both manga and extra-large board books
- one is reading Kilala Princess and the other is looking at Wheels on the Bus.

This time, I don't have an extra set of big hands
so I bypass the blue canvas bags, each filled with books all about music, or nature, or our bodies
-relics from a time when there was staff enough to take books into local preschools
Now there for families

I try to sneak over to the checkout table without picking up an extra set of helping hands
And feel a wave of anxiety
not because of the new self-checkout system
but because I might have missed that gem that will be checked out for the next two months.

*As I wrote this, I was taking a mental tour of the Santa Cruz Public Library Central Branch, but
my family visits most of the other branches of the City-County Public Library System and their
Children's Sections contain similar secrets and hidden corners.*

Pay Phone. A new chip embedded in smart phones could let U.S. consumers leave their wallets at home

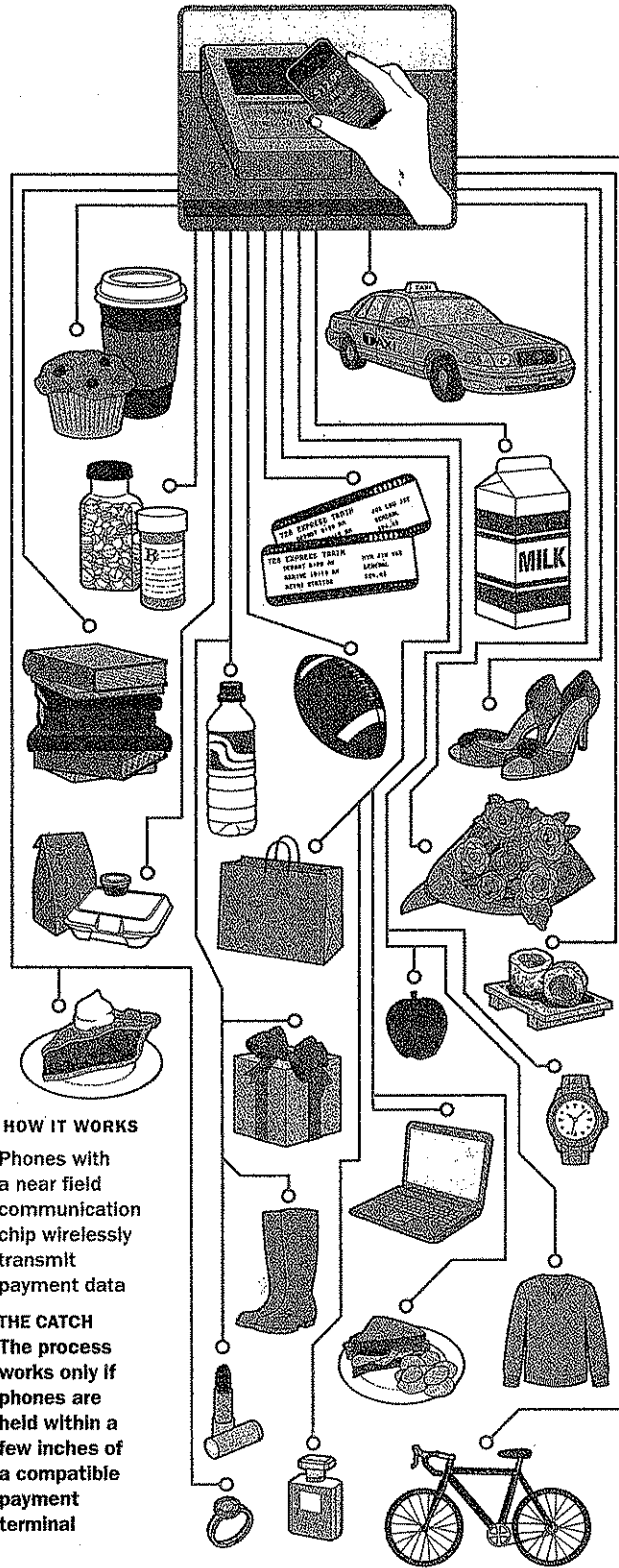
FEB. 12, 2011

BY DOUG AAMOTH

WHICH ARE YOU MORE LIKELY to have with you at any given moment—your cell phone or your wallet? Soon you may be able to ditch your billfold altogether and pay for things with a quick wave of your smart phone over an electronic scanner.

In January, Starbucks announced that customers could start using a bar-code app on their phone to buy coffee in some 6,800 of its stores. This is the first big pay-by-phone initiative in the U.S., but we're likely to see more wireless payment options as something called near field communication (NFC) gets embedded into America's consumer electronics. In December, Google unveiled its Nexus S smart phone, which contains an NFC chip. The next iPhone is rumored to have one too, as are several BlackBerry models that are due out this year.

Already in use in parts of Asia and Europe, NFC allows shoppers to wave their phones a few inches above a payment terminal—a contact-free system built for speed and simplicity. But before NFC becomes widely adopted in the U.S., a few kinks need to be worked out, like who will get to collect the lucrative transaction fees from retailers. Although Visa and MasterCard have been experimenting with wave-and-pay systems that use NFC-enabled credit or debit cards, cellular-service providers may try to muscle their way into the point-of-sale market. Three of the big four providers (AT&T, T-Mobile and Verizon—i.e., everyone except Sprint) have formed a joint venture that is set to roll out over the next



HOW IT WORKS

Phones with a near field communication chip wirelessly transmit payment data

THE CATCH

The process works only if phones are held within a few inches of a compatible payment terminal

15 months. Its goal, "to lead the U.S. payments industry from cards to mobile phones," is hardly a subtle shot at Visa and MasterCard, but the consortium also seems to have hedged its bets by making Discover part of the venture.

Meanwhile, Google claims it will be content to partner with payment processors to handle purchases made with its smart phones—even though the company has its own payment platform, Google Checkout. And who knows? If the next iPhone does come with NFC, the device may route mobile payments through Apple's iTunes store.

The other big NFC issue, aside from how payments will be processed, is security. For instance, what's to stop a sophisticated thief with a concealed payment terminal from digitally pickpocketing you? "We're still not at the point where an attacker can just brush against you in a crowd and steal all the money out of your phone," says Jimmy Shah, a mobile-security researcher for McAfee. Although NFC-eavesdropping devices exist, he says, they "tend to require the attacker to play the man in the middle between your NFC-enabled phone and the cash register."

To protect consumers, NFC apps can encrypt data transmissions. Users may be able to set transaction limits as well, perhaps requiring a pass code to be entered for larger purchases.

Still uneasy about this digital-wallet business? Keep in mind that if you lose your smart phone, it can be located on a map and remotely deactivated. Plus, your phone can be password protected. Your wallet isn't.

This was copied from the issue with an article about the idea of the "singularity" which would...

This Library E-Book Will Self-Destruct After 26 Check Outs



There's a certain amount of wear-and-tear on library books. You can only check out Harry Potter and the Half-Blood Prince so many times, for example, before a well-loved book becomes a little too well-loved for circulation. Librarians are masters at maintaining books - repairing spines, patching torn pages, protecting covers, keeping books available for library patrons.

But imagine, if you will, a publishing company - oh, let's say HarperCollins - telling libraries that after checking out a book a certain number of times - oh, let's say 26 - that they've reached the cap on loans. The book can no longer be shared, and libraries need to return the copy or buy the book again.

Sound crazy? Well, that actually is the new policy for HarperCollins, reports Library Journal, detailing the new terms for its e-book loans via OverDrive, the main e-book distributor for libraries.

In a letter to its library customers, OverDrive CEO Steve Potash announced the changes to the terms, writing:

*"To provide you with the best options, we have been required to accept and accommodate new terms for eBook lending as **established by certain publishers**. Next week, OverDrive will communicate a licensing change from a publisher that, while still operating under the one-copy/one-user model, will include a checkout limit for each eBook licensed. Under this publisher's requirement, for every new eBook licensed, the library (and the OverDrive platform) will make the eBook available to one customer at a time until the total number of permitted checkouts is reached. This eBook lending condition will be required of all eBook vendors or distributors offering this publisher's titles for library lending (not just OverDrive)."*

Potash's letter doesn't specify HarperCollins by name, but the publishing company has confirmed to Library Journal that these are, indeed, its new terms for lending e-books. The new cap for the number of times an e-book can be loaned will be 26.

The publishing company has issued a statement, saying that it "is committed to the library channel. We believe this change balances the value libraries get from our titles with the need to protect our authors and ensure a presence in public libraries and the communities they serve for years to come."

Librarians are, not surprisingly, up in arms over the announcement. (You can follow the hashtag #hcod hashtag on Twitter.)

We've written several times here at ReadWriteWeb about the future of libraries and e-books. It's an important issue - as more and more library patrons are keen to borrow digital books - but a

complicated one - as the publishing industry has, in many cases, been reluctant to make the move to e-book lending. It's worth noting that two of the largest publishers, Macmillan and Simon & Schuster, still do not make their e-books available for libraries to loan.

As frustrating as e-book lending policies are for consumers' personal copies, the stakes are significantly higher for libraries. Already facing budget cuts and crises, many libraries are struggling to keep their patrons happy with e-readers and e-books. The answer, according to HarperCollins it seems: just buy more printed books.

MONTHLY REPORT FOR FEBRUARY 2011

1. Reading, Listening and Viewing for Pleasure

A. Children in Santa Cruz County will enter school ready to read, write, listen and learn

KidReach – Jeanne O’Grady attended the SPLAMBA (School and Public Librarian's Association of the Monterey Bay Area) meeting in Seaside. Most of the discussion at SPLAMBA centered on Summer Reading 2011.

A Representative of the Valley Women’s group called to request library card applications and literacy information for their annual gift bookbags for new kindergarteners at San Lorenzo Valley Elementary and Boulder Creek Elementary. They are preparing the bags early this year so that children will have them to use over the summer. We will get a summer reading flyer to include in the bookbags.

Jeanne is working with several preschool groups at Aptos and in the Valley to schedule Raising a Reader library visits in March and April.

B. All ages will have materials, programs and displays that reflect current community interests and provide pleasurable reading, viewing and listening experiences that help them reach their personal literacy goals

Aptos: The display case showcased small quilted art by members of the Pajaro Valley Quilt Association to coincide with their annual show at the Fairgrounds.

The following groups used the Aptos meeting room in February:

1. Project Scout-Tax assistance every Thursday from 1-5. This is a full house with three volunteers.
2. The Aptos Writing Group.
3. Genealogical Society
4. California State Teachers Association.
5. T.M. Lecture.
6. Scholastic Book Fair meeting
7. Community Care licensing
8. GLBT Task force
9. College Bound Foundation
10. Aptos Chess Club

The young people’s room featured presidents and ducks, supported by a paperbag puppet craft of a cute baby duck designed by the youth services librarian. A Rio Del Mar Elementary Kindergarten teacher borrowed our pattern and brought it back for her twenty-four students to make in their class.

In addition to its normal story times, Scotts Valley hosted a program with Lil Rev, which was attended by 44 adults and 40 children. Lil Rev is a noted interpreter and updater of old-time American music traditions. An appreciative audience enjoyed his performance as he played folk, blues, Americana, country music on ukulele, mandolin, guitar, and harmonica.

Scotts Valley Knitting Club had 39 attendees during the month of February.

A beautiful stained glass exhibit is still on display at Scotts Valley. The Scotts Valley branch also had a Valentine-themed "We Love Books!" display, which exhibited a variety of "Staff Pick" titles.

C. People of all ages will have friendly support and intuitive access to the materials and resources they want

2. LIFELONG LEARNING

A. People will have access to a relevant collection of resources in diverse formats for all ages.

B. Library users will have access to innovative and successful programming which reflects the cultural, educational and informational needs of the diverse communities served by SCPL and which will help learners of all ages to achieve their goals.

Aptos: David Addison has announced his Spring Computer Classes. He will teach Basic Internet Skills on Tuesday, March 15th from 9-10 a.m.; Library Catalog on Tuesday, April 19th from 9-10; and Free Email on the Internet on Tuesday, May 17 from 9-10. Aptos is taking sign-ups for all three classes now. Classes will be conducted in the meeting room with library lap-tops.

Students from Vine Hill Elementary made a class visit to the Scotts Valley branch this month.

On Tuesdays, at the Live Oak Branch, you can find kids expressing themselves through crafts at the Afterschool Craft Club. This enrichment program exposes children to a hands-on, experiential and positive experience which allows for creativity and self-expression. These children connect and identify with the library through this fun and positive program which encourages focus, confidence, self esteem and working with others. Our craft projects are sometimes challenging but always fun. Past projects include hand sewn journals; accordion pleated books; paper beads and jewelry; 3-D village models and origami and tissue paper flowers. "I am always pleasantly surprised at the creativity expressed by the children. Each has his or her own inspiring style", says Cathy Landis, creator and teacher for the program.

C. People will have access to innovative technology and the tools necessary to find, evaluate and use information and resources to meet their learning needs.

3. COMMUNITY CONNECTIONS

A. The Library will initiate and nurture partnerships with the public, private and nonprofit sectors in Santa Cruz County for the mutual benefit of the partners, the Library and the community.

The Rio Del Mar Principal, Deborah Dorney and Aptos Youth Services Librarian, Nancy Call, joined together with every teacher at the elementary school to achieve the goal of every child a library card. The youth services' librarian met each teacher and answered many student questions about how the library works and library programs. This month the children who do not have a library card or who have lost their card, 390 out of 620, are filling out library card applications. All the staff at Rio Del Mar Elementary were welcoming and supportive, thrilled, in fact, to be part of helping their children receive library cards.

Scotts Valley staff and members of the Friends of the Scotts Valley Library are making plans for the grand opening of the new Scotts Valley branch in June. During the month of February, the Scotts Valley branch benefited from a total of 63.25 volunteer hours.

Bobbi, Eric and Gale have been working with a graduate student in the UCSC Hub: A Research Center for Social and Environmental Practice in the Arts. Dustin has attended and filmed some of the LJPB Open meetings for public comment and is working on a project about Outreach, including interviews with patrons at bookmobile stops, senior facilities, Hope Services and the jail. Everyone has been very enthusiastic and cooperative.

Hub had a social gathering, which Gale attended, with the purpose of forming partnerships. Janis and Gale will be talking to them about further partnerships with the library.

B. People will strengthen their ties with each other, the community and the library.

C. The community will recognize the value of SCPL in improving their lives and will recognize SCPL as an asset to their community.

D. Volunteers will be used effectively

The Boulder Creek Branch re-barcoding project finished the first week of February. From December 20th through Feb. 7th, 11 volunteers contributed 128.5 hours to accomplish this task. Working primarily in the morning before the Branch open, they demonstrated an amazing level of dedication and sense of fun while completing this important project.

Aptos: The Aptos Valentine's Day book sale netted \$465 for the Friends of the Library. \$180 of that was generated by baked goods. The day was rainy and cold but the meeting room was filled with several dozen pink and red balloons and the smell of fresh baked cookies! We continued to sell books from the inside of the library the rest of the week boosting the total to \$650! Heidi bought the balloons and Patti Maraldo made the signs, but volunteers did everything else! Great fun was had by all! Photos are available!

WELCOMING PLACE

A. Identify the physical changes and funding required to provide 21st century library facilities.

Aptos: Should monies ever become available it would be great to upgrade our 35 year old study tables with power managed tables and new chairs. (We lost two wooden chairs in February because they were too brittle to repair and are now using spare chairs from the meeting room on the main floor.) We would also need to get power and data to the center of the room via trenching.

Lighting continues to be a concern as well. Estimates to upgrade inside and outside building perimeter lighting were submitted as part of the capital outlay requests for this library.

The Aptos Branch ADA parking space and entrance lane is deteriorating and is not safe in some areas. (Water bubbles up into the ADA space through the asphalt even in dry weather.) After determining that there are no leaks in the existing irrigation system, Granite Construction has identified the problem as underground springs. They have submitted an estimate that is also part of the capital outlay requests for this branch.

The Branciforte branch has received new furniture for the self check machines, as well as some display units paid for with funds from a bequest. The rearrangement of space has opened up some of the more congested areas, creating a feeling of space and nice focal points of interest. Branciforte will continue to improve its welcoming atmosphere into the next month.

The program planning for a new library facility in Capitola using RDA funds began with consultant Kathy Page conducting a focus group with library staff.

B. The virtual branch meets the definition of a welcoming place

Staff was notified that Overdrive is about to debut a new help-page that is straightforward. An Aptos patron was given the link to the New York Public Library Beta site and she was very excited. She has an I-Pod and it looks like she will indeed finally be able to download e-books-albeit a limited selection. She is most grateful that progress is being made to help people through what is normally a cumbersome process.

C. People receive service at the level they need and want

Aptos: A well known local muralist and artist stopped by this week to thank Gary Decker and I for helping her win her latest commission. She was selected to paint the wall of an historic Santa Cruz building. She had come to the Aptos reference desk in early January looking for photos of 1920's Santa Cruz. She wanted photos of pioneer business people like Samuel Leask, Hihn and others. She was also looking for street scenes that featured people's attire.

Gary located a number of reference books at Aptos and told her what she might find useful in the Central Branch reference collection. She was referred to Covello and Covello because they own the Sentinel and Surf photo archives and to Carolyn Swift at the Capitola Museum since she indexed that photo collection. She used everything in her presentation and won the job! We can't wait to see her mural next summer!

5. FINANCIAL SUSTAINABILITY

A. The Library System maintains a healthy and stable financial position

B. There is adequate, stable and diverse funding to finance ongoing operations, key strategic initiatives and capital projects.

The Library received a \$31,000 grant as part of the Open Source group of which we are a member. This is earmarked for staff participation in a national conference on the system we are migrating to in June.

Teresa worked with the Friends on a fund raising relationship with a new credit card processing vendor who is donating a percentage of its profits to select local nonprofits.

C. Services of a defined level and quality are consistently delivered based on revenue projections and supportive organizational and operating structure.

D. The Library operates efficiently and focuses on continual improvement.

6. ORGANIZATIONAL READINESS

A. Staff receives adequate training to do their jobs effectively.

Aptos:

Heidi completed an on-line City-Required course on Sexual Harassment on Friday, February 11th.

Heidi and Amelia participated in a lunch hour webinar on the latest ADA laws and guidelines offered by Info-People.

Nancy Call is currently taking an on-line readers advisory course through Infopeople.

Mike Zulim attended a follow-up luncheon in Santa Cruz for City staff that participated in Supervisory Training last fall.

David Addison attended an InfoPeople webinar February 9th on "Teaching Technology". Mike and Sally met with Deborah Lipoma on February 9th for orientation to the library's new ILS.

Nancy Call represented Aptos at the new branch ILS committee on February 8th.

All those who could attended Teresa's staff meeting on Friday, February 4th to learn about the task force models.

Scotts Valley staffer Linda Gault attended a training session on Digital Storytelling. The Scotts Valley staff received an update on the ILS currently in development, when Deborah Lipoma visited the branch to report on the new automation system.

Gale, Julie and Dorcas attended a two day online hand-held librarian conference, mostly discussing QR codes and augmented reality. It was a fascinating look at the possibilities for libraries.

B. SCPL is committed to developing current library staff to become tomorrow's library leaders.

Teresa attended a general membership and Executive Committee meeting for the Pacific Library Partnership.

C. Employees have the skills to execute change and are committed to change and continual improvement.

D. A customer driven service philosophy guides staff training and development.

Aptos staff has shown kindness and patience as they phone patrons who do not check out their materials correctly. These items show up on our daily unclaimed list. People are positive that they checked things out properly but are very grateful that we phone and check items out for them over the phone. Staff is using a friendly phone voice and is offering to help the next time they visit the library.

Aptos staff uses common sense and caring when permitting older patrons entrance to the branch 15 minutes to a half hour before opening when the weather is bad. We have several patrons who rely on LiftLine for transportation and they are not in control of when they arrive and when they are picked up. One patron wrote a lovely letter to staff and baked us lemon bars as a thank you!

10/11 VOLUME AND PERCENT CHANGE

	Circulation		Busyness*		Reference/Info		Visitors	
	FY0910	FY1011	FY0910	FY1011	FY0910	FY1011	FY0910	FY1011
July								
Aptos	20850	20321	50334	47311	3139		12,585	10,134
Boulder Creek	3462	3075	10470	9152	71		4,151	1,971
Branciforte	6716	6152	21789	18285	3276		6,006	4,762
Capitola	9169	9711	24244	25497	1998		5,821	5,133
Central	44612	42850	99046	90160	12081		31,432	29,752
Felton	2931	2031	9064	6417	173		1,728	1,202
Garfield Park	3643	2265	11154	7463	546		3,229	1,945
La Selva Beach	979	1005	3609	2273	53		1,109	1,532
Live Oak	12935	13313	32510	22505	1570		9,870	6,792
Scotts Valley	17308	18018	40942	39757	2760		11,409	11,261
Outreach	3245	2677	7421	6304	2747		na	994
TOTAL	125350	121418	310583	275124	28415		87,340	75,477
August								
Aptos	21655	20095	50085	47281	3139		11,242	11,252
Boulder Creek	4161	3364	10587	9752	49		4,188	2,347
Branciforte	7806	5640	20027	17721	3276		5,862	4,607
Capitola	10907	8642	25134	24718	1887		5,256	5,244
Central	43409	43072	100246	84348	12081		32,012	29,191
Felton	1959	1580	6972	5891	156		1,396	966
Garfield Park	3141	2695	9876	8223	546		2,916	2,472
La Selva Beach	771	945	2791	2381	53		760	1,279
Live Oak	13221	13129	32495	23534	1936		9,444	10,975.5
Scotts Valley	16444	16380	38603	38713	2760		10,639	10,232
Outreach	3235	2809	6972	4465	2747		na	928
TOTAL	126409	118351	303788	267027	28630		83,715	79,493.5
*Defined as check ins/check outs/route ins/route outs								
Sept								
Aptos	20473	18645	47173	39059	3139		11,689	9,225
Boulder Creek	3547	2850	10019	8545	49		1,963	1,900
Branciforte	5974	5575	17902	17231	3276		5,308	4,775
Capitola	9015	8171	24349	22620	1887		5,493	4,781
Central	41717	40135	94200	71145	12081		31,871	27,623
Felton	2335	1668	7676	5512	156		1,678	1,237
Garfield Park	3373	2568	9973	7537	546		1,943	1,974
La Selva Beach	804	703	2981	1856	53		929	996
Live Oak	12618	12517	30363	21142	1936		9,476	7,024
Scotts Valley	16630	15949	38550	36809	2760		10,947	10,692
Outreach	3550	6958	7457	10247	2747		na	1,238
TOTAL	120036	115739	290643	241703	28630		81,295	71,465
Oct								

10/11 VOLUME AND PERCENT CHANGE

	Circulation		Busyness*		Reference/Info		Visitors		
	FY0910	FY1011	%change	FY0910	FY1011	%change	FY0910	FY1011	%change
Aptos	19944	19446	-2.5%	46884	34026	-27.4%	1556 na	10393	-7.0%
Boulder Creek	3340	3534	5.8%	10320	9649	-6.5%	516 na	2221	-5.6%
Branciforte	7211	5720	-20.7%	20712	16973	-18.1%	1218 na	4595	-29.4%
Capitola	9252	8173	-11.7%	24959	22177	-11.1%	806 na	5075	-3.7%
Central	42814	40573	-5.2%	97660	64677	-33.8%	8359 na	38,928	-29.6%
Felton	2043	1689	-17.3%	6936	5583	-19.5%	425 na	1,335	-33.0%
Garfield Park	2901	2330	-19.7%	8973	6888	-23.2%	979 na	2,594	-15.8%
La Selva Beach	842	709	-15.8%	3074	1897	-38.3%	26 na	895	7.0%
Live Oak	12679	12779	0.8%	30941	21482	-30.6%	1122 na	9,418	0.0%
Scotts Valley	16998	14735	-13.3%	38930	32217	-17.2%	2314 na	10,938	-11.9%
Outreach	3099	2564	-17.3%	7116	5948	-22.0%	1833 na	357	400.0%
TOTAL	121123	112252	-7.3%	296505	221117	-25.4%	19154 na	78,597	-5.2%
Nov	FY0910 (closed 1 week)	FY1011	%change	FY0910	FY1011	%change	FY0910	FY1011	%change
Aptos	16011	19284	20.4%	38594	33727	-12.6%	1556	8,660	60.7%
Boulder Creek	2792	3556	29.2%	8356	9757	16.8%	516	1522	46.1%
Branciforte	5375	5044	-6.2%	16058	13116	-18.3%	1218	4,183	9.9%
Capitola	6865	7516	9.5%	19102	21010	10.0%	806	3,877	18.7%
Central	36594	40879	11.7%	82860	64540	-22.1%	8359	22,258	20.6%
Felton	1537	1833	19.3%	5109	5881	15.1%	425	1,137	-9.9%
Garfield Park	2549	2052	-19.5%	7650	7228	-5.5%	979	2,305	-14.2%
La Selva Beach	735	909	23.7%	2419	2225	-8.0%	26	613	162.3%
Live Oak	11783	13216	12.2%	28370	21686	-23.6%	1122	7,596	32.4%
Scotts Valley	13302	11622	-12.6%	31580	28080	-11.1%	2314	8,285	28.9%
Outreach	2658	3250	22.3%	5908	6704	13.5%	1833	714	217.5%
TOTAL	100161	109161	9.0%	246006	213954	-13.0%	19154	61,150	30.5%
				(Italics=no self check)					
Dec	FY0910 (closed 1 week)	FY1011	%change	FY0910	FY1011	%change	FY0910	FY1011	%change
Aptos	16235	16442	1.3%	39162	29919	-23.6%	1556	9,645	-7.5%
Boulder Creek	2514	3206	27.5%	7719	8524	10.4%	516	1397	35.5%
Branciforte	4323	4679	8.2%	14243	10832	-23.9%	1218	4,274	4.5%
Capitola	6504	5684	-12.6%	19541	14691	-24.8%	806	3,531	12.1%
Central	36544	37335	2.2%	84033	62572	-25.5%	8359	23,207	10.2%
Felton	1656	1512	-8.7%	5640	5060	-10.3%	425	1,299	-25.8%
Garfield Park	2317	2113	-8.8%	7405	7142	-3.6%	979	2,006	48.6%
La Selva Beach	642	655	2.0%	2406	1835	-23.7%	26	616	78.2%
Live Oak	11364	12185	7.2%	27947	20542	-26.5%	1122	8,112	4.5%
Scotts Valley	13084	13241	1.2%	31472	26282	-16.5%	2314	8,776	-7.5%
Outreach	2436	2522	3.5%	5091	5453	7.1%	1833	579	144.9%
TOTAL	97619	99574	2.0%	244659	192852	-21.2%	19154	63,442	7.0%

10/11 VOLUME AND PERCENT CHANGE

	Circulation		%change	Busyness*		%change	Reference/info		%change	Visitors		%change
	FY0910	FY1011		FY0910	FY1011		FY0910	FY1011		FY0910	FY1011	
January												
Aplos	20228	19197	-5.1%	46421	32045	-31.0%	3401		-100.0%	11,305	11,330	0.2%
Boulder Creek	3141	3457	10.1%	9193	9868	7.3%	182		-100.0%	1,648	2,089	26.8%
Branciforte	6898	5203	-24.6%	19227	11551	-39.9%	849		-100.0%	5,569	4,964	-10.9%
Capitola	8549	7827	-8.4%	22718	15130	-33.4%	1668		-100.0%	4,873	5,659	16.1%
Central	48661	43908	-9.8%	107671	67347	-37.5%	11154		-100.0%	31,611	31,819	0.7%
Felton	1784	1736	-2.7%	6497	5751	-11.5%	178		-100.0%	1,461	1,071	-26.7%
Garfield Park	2681	2173	-18.9%	8062	7078	-12.2%	503		-100.0%	2,604	2,647	1.7%
La Selva Beach	784	1018	29.8%	2665	2143	-19.6%	104		-100.0%	752	1,141	51.7%
Live Oak	14045	14161	0.8%	34508	23909	-30.7%	3124		-100.0%	9,482	10,761	13.5%
Scotts Valley	17080	14863	-13.0%	38749	27372	-29.4%	2834		-100.0%	11,258	10,114	-10.2%
Outreach	2419	2808	16.1%	6054	6180	2.1%	2799		-100.0%	800	1,824	128.0%
TOTAL	126270	116351	-7.9%	301765	208374	-30.9%	26796		-100.0%	81,362	83,419	2.5%

	Circ/Open Hour		Busyness/Open Hour		%change		Ref/Info/Open Hour		%change		Visits/Open Hour		%change	
	FY0910	FY10/11	FY0910	FY10/11	FY0910	FY10/11	FY0910	FY10/11	FY0910	FY10/11	FY0910	FY10/11	FY0910	FY10/11
July														
Aptos	150	159	6%	370	363	2%	25	98	79	-19%				
Boulder Creek	67	64	-4%	191	201	5%	1	86	41	-53%				
Branciforte	111	110	-1%	327	359	9%	59	107	85	-21%				
Capitola	106	121	15%	280	319	14%	25	73	64	-12%				
Central	257	268	4%	564	571	1%	76	196	186	-5%				
Felton	73	63	-13%	201	261	23%	5	54	38	-30%				
Garfield Park	70	47	-33%	155	215	28%	11	67	41	-40%				
La Selva Beach	28	18	-36%	104	41	-61%	2	36	27	-21%				
Live Oak	106	119	12%	268	201	-25%	14	88	61	-31%				
Scotts Valley	125	141	13%	295	311	5%	22	89	88	-1%				
TOTAL	1093	1110	2%	2677	2918	8%	34	106	89	-16%				
August														
Aptos	156	157	1%	369	361	2%	25	88	88	0%				
Boulder Creek	80	70	-12%	203	204	0%	1	87	49	-44%				
Branciforte	129	101	-22%	330	316	-4%	59	105	82	-21%				
Capitola	122	108	-12%	290	309	7%	24	66	66	0%				
Central	250	269	7%	578	527	-9%	76	200	182	-9%				
Felton	57	49	-13%	184	201	8%	5	44	30	-31%				
Garfield Park	60	56	-7%	190	171	-10%	11	61	52	-15%				
La Selva Beach	22	17	-24%	81	43	-47%	2	24	23	-4%				
Live Oak	109	117	8%	268	210	-22%	17	84	98	16%				
Scotts Valley	119	128	8%	278	302	9%	22	83	80	-4%				
TOTAL	1104	1073	-3%	2781	2636	-5%	35	102	94	-8%				
Sept														
Aptos	148	146	-1%	340	305	-10%	25	91	72	-21%				
Boulder Creek	68	59	-13%	193	178	-8%	1	41	40	-3%				
Branciforte	98	100	1%	295	308	4%	59	95	85	-10%				
Capitola	104	102	-2%	281	283	1%	24	69	60	-13%				
Central	241	251	4%	543	445	-18%	76	199	173	-13%				
Felton	67	52	-23%	221	172	-22%	5	40	39	-3%				
Garfield Park	65	54	-18%	192	157	-18%	11	40	41	3%				
La Selva Beach	23	13	-46%	86	33	-61%	2	29	18	-39%				
Live Oak	104	112	7%	250	189	-25%	17	85	63	-26%				
Scotts Valley	120	125	4%	278	288	3%	22	86	84	-2%				
TOTAL	1038	1012	-2.53%	2680	2357	-12%	35	91	84	-7%				
Oct														
Aptos	144	133	-8%	338	207	-39%	12	87	71	-19%				
Boulder Creek	64	51	-26%	198	106	-47%	11	51	32	-38%				
Branciforte	119	85	-39%	341	218	-36%	22	116	69	-41%				
Capitola	107	93	-15%	288	233	-19%	10	66	58	-12%				
Central	247	223	-11%	563	318	-44%	52	243	151	-38%				
Felton	59	35	-40%	200	86	-57%	13	54	18	-66%				
Garfield Park	56	37	-34%	173	88	-49%	20	54	35	-36%				
La Selva Beach	24	12	-50%	89	31	-65%	1	28	16	-41%				
Live Oak	104	106	1%	255	165	-35%	10	84	78	-7%				
Scotts Valley	123	107	-15%	281	219	-22%	18	85	70	-18%				
Outreach	na	na	na	na	na	na	na	na	na	na				
TOTAL	1047	862	-19%	2726	1670	-41%	170	870	597	-31%				
Nov														
Aptos	115	117	1%	278	205	-26%	16	90	84	-6%				

PER OPEN HOUR

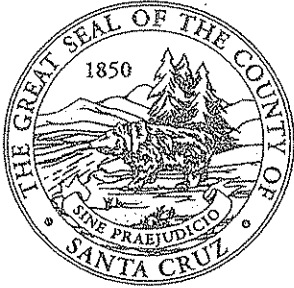
	Circ/Open Hour		Busyness/Open Hour		Ref/Info/Open Hour		Visits/Open Hour		
	FY0910	FY1011	FY0910	FY1011	FY0910	FY1011	FY0910	FY1011	
		%change		%change		%change		%change	
Boulder Creek	53	38	-26%	107	14	-33%	42	24	-42%
Branciforte	89	65	-27%	168	29	-36%	100	59	-41%
Capitola	79	79	0%	220	13	0%	65	48	-26%
Central	211	201	-5%	478	70	-34%	185	132	-29%
Felton	44	28	-36%	147	90	-38%	47	16	-66%
Garfield Park	49	26	-46%	147	93	-37%	64	25	-60%
La Selva Beach	21	15	-29%	70	37	-47%	26	27	2%
Live Oak	97	102	5%	234	167	-29%	90	77	-14%
Scotts Valley	96	79	-18%	228	191	-16%	86	72	-16%
TOTAL	855	750	-12%	2228	1595	-28%	795	565	-29%
Dec (closed 1 wk)									
Aptos	169	100	-41%	408	182	-55.47%	100	54	-46%
Boulder Creek	70	35	-50%	214	94	-56.23%	39	21	-47%
Branciforte	103	60	-42%	339	139	-59.03%	102	57	-44%
Capitola	108	60	-45%	326	154	-52.73%	59	42	-30%
Central	305	183	-40%	700	307	-56.11%	193	126	-35%
Felton	69	23	-66%	235	78	-66.87%	54	15	-73%
Garfield Park	64	27	-58%	206	92	-55.55%	56	38	-32%
La Selva Beach	27	11	-60%	100	30	-69.75%	26	18	-30%
Live Oak	135	94	-31%	333	169	-52.55%	97	65	-33%
Scotts Valley	136	90	-34%	328	178	-45.61%	91	55	-39%
TOTAL	1186	683	-42%	3189	1412	-55.73%	817	412	-50%
January									
Aptos	158	117	-26%	363	195	-102.06%	88	69	-22%
Boulder Creek	65	38	-42%	192	108	-91.30%	34	23	-33%
Branciforte	123	67	-46%	343	148	-250.32%	99	64	-36%
Capitola	107	82	-23%	284	169	-131.40%	61	59	-3%
Central	304	216	-29%	673	331	-168.05%	198	156	-21%
Felton	56	27	-52%	203	88	-176.24%	46	16	-64%
Garfield Park	56	28	-50%	168	91	-98.99%	54	34	-37%
La Selva Beach	25	17	-32%	83	35	-79.05%	24	19	-20%
Live Oak	125	109	-13%	308	184	-95.53%	85	83	-2%
Scotts Valley	133	101	-24%	303	186	-79.37%	88	69	-22%
TOTAL	1153	800	-31%	2920	1525	-125.24%	91	75	-18%

10/11 SELF CHECKOUT

JULY								
	#1	#2	#3	#4	#5	#6	TOTAL	% Circ
Aptos	2270						2270	11%
Boulder Creek	na						0	0%
Branciforte	na						0	0%
Capitola	na						0	0%
Central	3725	1187					4912	11%
Felton	na						0	0%
Garfield Park	na						0	0%
La Selva Beach	803						803	80%
Live Oak	4036	3365	3601				11002	83%
Scotts Valley	1861						1861	10%
							20848	17%
AUGUST								
	#1	#2	#3	#4	#5	#6	TOTAL	% Circ
Aptos	2298						2298	11%
Boulder Creek							0	0%
Branciforte							0	0%
Capitola							0	0%
Central	12009	3438					15447	36%
Felton							0	0%
Garfield Park							0	0%
La Selva Beach	795						795	84%
Live Oak	4867	3514	3696				12077	92%
Scotts Valley	1675						1675	10%
							32292	27%
SEPTEMBER								
	#1	#2	#3	#4	#5	#6	TOTAL	% Circ
Aptos	2792	1374	1360				5526	30%
Boulder Creek							0	0%
Branciforte							0	0%
Capitola							0	0%
Central	8329	3984	4524	3794			20631	51%
Felton							0	0%
Garfield Park							0	0%
La Selva Beach	607						607	86%
Live Oak	4351	3000	3068				10419	83%
Scotts Valley	1981						1981	12%
							39164	34%
OCTOBER								
	#1	#2	#3	#4	#5	#6	TOTAL	% Circ
Aptos	4238	3556	4466				12260	63%
Boulder Creek							0	0%
Branciforte							0	0%
Capitola							0	0%
Central	7047	6743	9340	4130			27260	67%
Felton							0	0%
Garfield Park							0	0%
La Selva Beach	514						514	72%
Live Oak	4427	2955	3441				10823	85%
Scotts Valley	2951	507	783				4241	29%
							55098	49%

10/11 SELF CHECKOUT

NOVEMBER								
	#1	#2	#3	#4	#5	#6	TOTAL	% Circ
Aptos	4716	3470	4790				12976	67%
Boulder Creek							0	0%
Branciforte	1406	1578					2984	59%
Capitola							0	0%
Central	6109	7211	10062	5016			28398	69%
Felton							0	0%
Garfield Park							0	0%
La Selva Beach	692						692	76%
Live Oak	4502	3950	2835				11287	85%
Scotts Valley	3625	2269	3127				9021	78%
							65358	60%
DECEMBER								
	#1	#2	#3	#4	#5	#6	TOTAL	% Circ
Aptos	4303	2906	5069				12278	75%
Boulder Creek							0	0%
Branciforte	1534	2294					3828	82%
Capitola	1655	1464					3119	55%
Central	4817	6631	10359	3851			25658	69%
Felton							0	0%
Garfield Park							0	0%
La Selva Beach	535						535	82%
Live Oak	4314	3286	2452				10052	82%
Scotts Valley	3199	1979	2723				7901	60%
							63371	64%
JANUARY								
	#1	#2	#3	#4	#5	#6	TOTAL	% Circ
Aptos	4709	3677	6262				14648	76%
Boulder Creek							0	0%
Branciforte	1646	2474					4120	79%
Capitola	3021	3210					6231	80%
Central	4905	7603	12437	5314			30259	69%
Felton							0	0%
Garfield Park							0	0%
La Selva Beach	804						804	79%
Live Oak	4908	3829	3230				11967	85%
Scotts Valley	3670	2565	3708				9943	67%
							77972	67%



County of Santa Cruz

BOARD OF SUPERVISORS

701 OCEAN STREET, SUITE 500, SANTA CRUZ, CA 95060-4069
(831) 454-2200 • FAX: (831) 454-3262 TDD: (831) 454-2123

JOHN LEOPOLD
FIRST DISTRICT

ELLEN PIRIE
SECOND DISTRICT

NEAL COONERTY
THIRD DISTRICT

GREG CAPUT
FOURTH DISTRICT

MARK W. STONE
FIFTH DISTRICT

AGENDA: 2/15/11

February 7, 2011

BOARD OF SUPERVISORS
County of Santa Cruz
701 Ocean Street
Santa Cruz, CA 95060

RE: APPOINTMENT OF ALTERNATE TO LIBRARY
JOINT POWERS AUTHORITY

Dear Members of the Board:

As Board members are aware, Supervisor Mark Stone and I were recently reappointed by our Board to serve as the Board's representatives on the Santa Cruz City/County Library Joint Powers Board. It has come to my attention that the Bylaws of the Library Board allow the appointing body to designate an alternate from among its members.

Therefore, I recommend that the Board approve the appointment of Supervisor John Leopold as the alternate on the Santa Cruz City/County Library Joint Powers Board, in accordance with the Bylaws of the Joint Powers Authority.

Very truly yours,

ELLEN PIRIE, Supervisor
Second District

EP:pmp

✓ cc: Santa Cruz City/County Library Joint Powers Board

1890J2

**Questions that came up at the February Board Meeting and Public Hearing
(If anyone wants more information on any of this please let me know)**

1. Average Library salary is in top five in the State –

Per 08/09 Ca State Library stats this is not correct. For libraries in our size division Santa Cruz is number 10.

2. Headcount has increased

Overall library staffing has *not* increased over the past 4 years. As a point of comparison: total staffing in 07/08 was 138 FTE's; in 10/11, the total staffing is 117 FTE's. The Task Force Models range from a total staff of 89.4 FTE's (Model D) to 95.4 FTE's (Model C). This is a significant reduction in staffing levels from 07/08 of 31% to 35% depending upon the Model. These FTE counts include temporary staff (pages and on call) The new models call for an additional reduction that varies by model but may be as much as 20 regular FTE in addition to the cuts made 2 years ago.

3. How is technology used and what is the state of the current technology.

Technology is pervasive through everything the Library does. There are about 300 public computers that need to be maintained. The Integrated Library System governs everything from ordering materials, cataloging and processing materials, discarding materials, finding materials through the online catalog, maintaining the inventory and handling the circulation of materials, patron accounts, providing reports, etc. The public relies on the library to provide access to reliable information through its website and to have staff available to help with individual technology related needs (such as how to use ereaders and downloadable devices) as well as provide access to materials in a virtual format.

Also see answer to number 13

4. What is the Difference between headquarters and admin and what do they cost?

Headquarters is a location and Administration is a function. The cost of Admin is about \$433,350 out of a total budget of \$10,847,935

Admin includes Library Director, Management Analyst, Account Clerks, Administrative Assistants , Training Librarian

Headquarters houses other functions that support direct public service but are not part of Administration:

- Manager of public service
- Manager of programs and partnerships
- Library Assistant for programs and partnerships
- Outreach and bookmobile
- Access services (collection development, acquisitions, receiving, processing, mending, routing, courier)

5. Branch costs:

Direct branch costs are relatively easy to calculate. What we have not yet calculated is how to allocate indirect costs such as the cost of the materials in the collection that are shared system wide or each branch's portion of the courier cost or the cost of the IT department.

6. Value of Bookmobile:

Currently, the Bookmobile is part of the Outreach department and we do not separate the bookmobile. So, for Outreach, per 07/08 circ stats, Outreach was 2.6% of system circ, while LSB was 1.1%, Felton was 3.1%, GP was 3.7%. Hours are also difficult to determine for the Bookmobile as there are definite stops but the travel time has to be factored in. To date we have not done any kind of calculations of this type. Metrics for bookmobile service are typically different from those used for library services. The value of the bookmobile is in its ability to reach populations that otherwise would have no access to any library service at all whether due to mobility issues, geography, or socio-economic factors. Thus, most libraries do not view it in terms of cost effectiveness as much as in quality and equity of library service to the whole community. We did calculate the cost of operating the bookmobile at about \$120,000 per year including staff, vehicle operation, etc.

7. Comparison of SC system to other systems, e.g. Watsonville.

Sentinel did research and showed that SC librarians are not paid more than Watsonville librarians.

8. The misunderstanding of the security issue as tied to self check out.

We are getting ready to do a one year analysis to see if our loss rate has increased. Studies of libraries nationwide show that the loss rate is not significantly different overall in libraries that have a security system and those that do not. Sometimes there are areas of higher theft such as DVDs or CDs in particular genres which are why we are locking some DVD cases. To be honest, people whose intent it is to steal library materials knew how to get around our security system. It was actually quite simple.

9. How much money do the Friends of Library contribute to materials budget?

Varies each year: Right now we are spending a specific bequest of about \$100,000 per year. This will last one more year. Other donations vary based on interest rates and specific donations. Interest from various trusts is received as revenue and is not in addition to the regular budget. Donations received during the year are additional.

10. Are you willing to shut our seniors of the community?

All the models continue service to seniors. Some rely more heavily on volunteers to do so.

11. Why can't the library cut personnel expenses like the Lompico Water Company did?

The Library staff is part of the City of Santa Cruz personnel system and staff are members of the various bargaining units associated with the City. The City negotiates on behalf of the Library for health care, COLAs and other personnel costs and is looking to this year's negotiations as an avenue to achieve some changes.

A related question is why salaries are going up- they are going up very very slowly- about 1% per year for the library while it is higher for other departments. There have been no COLAs for two years and none are planned although at least one has been deferred. The small increase is due to step increases which were reinstated after a one year hiatus based on the collective bargaining agreements.

12. Alternate analysis seems to say that by closing the smaller branches we can afford some super technology at the Central branch and more high powered staff.

There are no plans for any super technology. The Library is simply trying to stay even with the times. Public PCs currently cannot be used to apply for financial aid or fill out many government forms since they are 10 years old. The Library is operating with a 25 year old computer system that has not been supported by the vendor for at least 10 years. There is a lot of new technology coming out that is directly related to libraries: eBooks, streaming video, downloadable music- many patrons are not supporting us as much anymore since we cannot provide access to even the most basic of technology.

As for staffing, we are revamping completely how we provide service and by whom. We have a current configuration that has evolved over time based on who left rather than what positions are needed to operate efficiently and effectively.

13. How much did the security system cost and how much did we save by getting rid of it?

The system was in place for a long time- way before I got here. Last year we estimated the annual cost of maintaining it at \$20,000 not including staff time to insert the targets during processing nor staff time putting date due cards in and out of each item which also carries with it workers comp liability for repetitive motion injury.

14. Are you saying SC is below the national average for the materials budget and why would you go below that?

We have not been able to afford to be at the 12% national average and the Board has agreed to a minimum of 8%; allocating more if funds are available. It is a matter of balancing the competing demands of keeping branches open a reasonable number of hours, the materials budget and everything else that goes into operating an organization of our size and caliber.

LIBRARY JOINT POWERS AUTHORITY		
COMBINED BALANCE SHEET		
JPA FUND AND ACCOUNT GROUPS		
JANUARY 2011		
		JPA
		Total
Assets		
Pooled cash	1,586,968.17	
Pooled cash interest receivable	1,567.59	
Other interest receivable	-	
Taxes receivable - current	-	
Accounts receivable	-	
Infrastructure	579,683.02	
Accumulated depreciation - infrastructure	(191,370.66)	
Buildings	1,758,907.67	
Accumulated depreciation - buildings	(853,447.25)	
Lease improvements - buildings	259,124.00	
Accumulated depreciation - lease imp-buildings	(178,220.34)	
Machinery and equipment	1,617,208.66	
Accumulated depreciation - machinery & equip	(1,478,466.09)	
Software	61,759.70	
Accumulated depreciation-software	(61,759.70)	
Construction in progress	78,918.85	
Total Assets	3,180,873.62	
Liabilities		
Accounts payable	197,298.59	
Sales tax payable	550.43	
Deferred grant revenue - unearned	529.84	
Unclaimed funds	219.00	
Payable to the County - noncurrent	80,586.11	
Other intergovernmental payable-noncurrent	350,179.03	
Total Liabilities	629,363.00	
Equities		
Unreserved, undesignated fund balance	894,008.90	
Committed - cash flow/unexpected expenditures	495,929.00	
Investment in capital assets - Library	1,592,337.86	
Reserved for long-term debt	(430,765.14)	
Total Equities	2,551,510.62	
Total Liabilities and Equities	3,180,873.62	

LIBRARY JOINT POWERS AUTHORITY						
COMBINED BALANCE SHEET						
SPECIAL FUNDS						
JANUARY 2011						
Fund #	955	956	957	960	Spec Funds	
Fund Description	Contingency	Technology	Projects	Felton	Total	
Assets						
Pooled cash	9,446.74	4,773.22	470.25	1,135.02	15,825.23	
Pooled cash interest receivable	18.54	9.37	0.92	2.22	31.05	
Total Assets	9,465.28	4,782.59	471.17	1,137.24	15,856.28	
Equities						
Unreserved, undesignated fund balance	9,465.28	4,782.59	471.17	1,137.24	15,856.28	
Total Equities	9,465.28	4,782.59	471.17	1,137.24	15,856.28	

LIBRARY JOINT POWERS AUTHORITY									
COMBINED BALANCE SHEET									
TRUST FUNDS									
JANUARY 2011									
	Fund #	931	932	933	934	935	Trust Funds		
Fund Description	McCaskill Loc His	McCaskill Vis Imp	Finkeldey	Whalen	Leet-Corday	Total			
Assets									
Pooled cash	259,849.68	245,666.30	9,513.52	119,234.23		89,100.62	723,364.35		
Pooled cash interest receivable	510.04	482.20	18.67	234.04		0.02	1,244.97		
Total Assets	260,359.72	246,148.50	9,532.19	119,468.27		89,100.64	724,609.32		
Equities									
Net assets held in trust-library prog	260,359.72	246,148.50	9,532.19	119,468.27		89,100.64	724,609.32		
Total Equities	260,359.72	246,148.50	9,532.19	119,468.27		89,100.64	724,609.32		

Revenue Status Report
 Library JPA
 CITY OF SANTA CRUZ
 1/1/2011 through 1/31/2011

Account Number	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prc1 Rcvd
951-41000 TAXES					
951-00-00-0000-41211 Sales and use tax	5,321,475.00	415,167.50	3,352,729.60	1,968,745.40	63.00
Total TAXES	5,321,475.00	415,167.50	3,352,729.60	1,968,745.40	63.00
951-43000 INTERGOVERNMENTAL					
951-36-00-0000-43210 State operating grants and contributions	70,000.00	0.00	0.00	70,000.00	0.00
951-36-00-0000-43310 Local operating grants and contributions	12,000.00	0.00	12,000.00	0.00	100.00
951-36-00-0000-43311 Maintenance of effort contributions	5,210,951.00	434,301.99	3,037,401.43	2,173,549.57	58.29
951-36-55-3631-43210 State operating grants and contributions	2,500.00	421.80	1,423.10	1,076.90	56.92
951-36-55-3660-43190 Federal grants - other	3,024.00	3,024.00	3,024.00	0.00	100.00
Total INTERGOVERNMENTAL	5,298,475.00	437,747.79	3,053,848.53	2,244,626.47	57.64
951-44000 CHARGES FOR SERVICES					
951-36-00-0000-44613 Internet use fee	7,000.00	346.90	2,382.10	4,617.90	34.03
951-36-00-0000-44630 Room rentals-library JPA	1,890.00	210.00	1,060.00	830.00	56.08
951-36-00-0000-44901 Photocopy fee	10,000.00	709.85	3,987.21	6,012.79	39.87
Total CHARGES FOR SERVICES	18,890.00	1,266.75	7,429.31	11,460.69	39.33
951-45000 FINES AND FORFEITS					
951-36-00-0000-45131 Library fines	200,000.00	21,074.54	118,673.46	81,326.54	59.34
951-36-00-0000-45132 Lost library items	25,000.00	2,305.48	13,135.98	11,864.02	52.54
Total FINES AND FORFEITS	225,000.00	23,380.02	131,809.44	93,190.56	58.58

Revenue Status Report
 Library JPA
 CITY OF SANTA CRUZ
 1/1/2011 through 1/31/2011

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 02/23/2011 5:26PM
 Periods: 7 through 7

951 Library Joint Powers Authority

Account Number	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prct Rcvd
951-46000 MISCELLANEOUS REVENUES					
951-00-00-0000-46110 Pooled cash and investment interest	-5,000.00	597.94	4,361.80	-9,361.80	87.24
951-00-00-0000-46190 Interest earnings - other	5,141.00	137.63	1,845.26	3,295.74	35.89
951-00-00-0000-46910 Miscellaneous operating revenue	9,250.00	0.00	2,765.00	6,485.00	29.89
951-00-00-0000-46990 Miscellaneous non-operating revenue	25,000.00	2,380.97	59,671.20	-34,671.20	238.68
951-36-00-0000-46303 Donations - library	33,000.00	14,326.46	58,772.16	-25,772.16	178.10
951-36-00-0000-46309 Donations - library - Friends of the Lib	25,000.00	0.00	49,880.41	-24,880.41	199.52
951-36-00-0000-46916 Cash over/short	0.00	-39.93	-56.48	56.48	0.00
951-36-00-0000-46918 Damaged property recovery	0.00	11.43	1,080.06	-1,080.06	0.00
Total MISCELLANEOUS REVENUES	92,391.00	17,414.50	178,319.41	-85,928.41	193.01
951-49000 OTHER FINANCING SOURCES					
951-00-00-0000-49122 From Library Private Trust Fund	40,190.00	0.00	40,190.00	0.00	100.00
Total OTHER FINANCING SOURCES	40,190.00	0.00	40,190.00	0.00	100.00
Grand Total	10,996,421.00	894,976.56	6,764,326.29	4,232,094.71	61.51

Expenditure Status Report
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 CITY OF SANTA CRUZ
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Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prc't Used
101-35-51000	PERSONNEL SERVICES					
Total	4,226,408.00	315,052.37	2,358,970.67	0.00	1,867,437.33	55.82
Total	733,982.00	58,142.06	412,038.51	0.00	321,943.49	56.14
Total	3,000.00	80.90	637.16	0.00	2,362.84	21.24
Total	0.00	144.80	7,355.27	0.00	-7,355.27	0.00
Total	520,010.00	35,260.39	241,981.95	0.00	278,028.05	46.53
Total	0.00	91.19	816.29	0.00	-816.29	0.00
Total	12,600.00	0.00	19,324.59	0.00	-6,724.59	153.37
Total	0.00	0.00	-329.16	0.00	329.16	0.00
Total	2,880.00	285.00	1,732.40	0.00	1,147.60	60.15
Total	665,780.00	50,962.11	377,425.53	0.00	288,354.47	56.69
Total	69,994.00	1,481.60	11,170.31	0.00	58,823.69	15.96
Total	982,969.00	86,216.03	502,165.86	0.00	480,803.14	51.09
Total	99,100.00	8,069.30	49,753.72	0.00	49,346.28	50.21
Total	17,994.00	1,371.65	8,934.63	0.00	9,059.37	49.65
Total	63,836.00	5,347.05	39,761.77	0.00	24,074.23	62.29
Total	2,744.00	223.06	1,439.20	0.00	1,304.80	52.45
Total	35,300.00	3,078.05	19,155.32	0.00	16,144.68	54.26
Total	37,175.00	1,912.13	14,071.93	0.00	23,103.07	37.85
Total	221,481.00	18,268.45	134,453.81	0.00	87,027.19	60.71
Total	0.00	0.00	0.00	0.00	0.00	0.00
Grand Total						
	7,695,253.00	585,987.14	4,200,859.76	0.00	3,494,393.24	54.59

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951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-52000						
SERVICES						
951-36-50-3510-52135	6,200.00	2,319.75	4,639.50	515.50	1,045.00	83.15
Financial services - outside						
951-36-50-3510-52149	603,881.00	45,023.45	331,370.39	0.00	272,510.61	54.87
Interagency labor charges						
951-36-50-3510-52199	60,000.00	11,500.00	21,400.00	38,600.00	0.00	100.00
Other professional & technical services						
951-36-50-3510-52240	5,020.00	1,694.26	2,586.03	0.00	2,433.97	51.51
Office equipment operation/maint						
951-36-50-3510-52248	5,000.00	0.00	0.00	0.00	5,000.00	0.00
Software maintenance services						
951-36-50-3510-52302	2,000.00	415.64	1,119.30	0.00	880.70	55.97
Travel and meetings						
951-36-50-3510-52402	0.00	4,001.97	35,458.03	0.00	-35,458.03	0.00
Telecommunications service - internal						
951-36-50-3510-52403	3,970.00	185.77	1,388.58	0.00	2,581.42	34.98
Telecommunications service - outside						
951-36-50-3510-52933	14,484.00	0.00	10,190.00	0.00	4,294.00	70.35
Liability insurance/surety bonds-outside						
951-36-50-3510-52961	17,471.00	230.00	12,365.97	0.00	5,105.03	70.78
Dues and memberships						
951-36-50-3510-52971	100.00	52.50	74.11	0.00	25.89	74.11
Printing and binding-internal						
951-36-50-3510-52972	5,900.00	76.65	2,767.06	0.00	3,132.94	46.90
Printing and binding-outside						
951-36-50-3510-52973	10,000.00	0.00	0.00	0.00	10,000.00	0.00
Moving Costs						
951-36-50-3540-52135	550,000.00	44,976.22	299,962.60	0.00	250,037.40	54.54
Financial services - outside						
951-36-51-3520-52131	16,000.00	590.70	3,597.90	12,404.70	-2.60	100.02
Claims management services - outside						
951-36-51-3520-52149	1,214,081.00	95,615.53	672,367.17	0.00	541,713.83	55.38
Interagency labor charges						
951-36-51-3520-52244	3,500.00	0.00	0.00	0.00	3,500.00	0.00
Other equipment operation/maintenance						
951-36-51-3520-52248	17,588.00	281.12	1,686.28	0.00	15,901.72	9.59
Software maintenance services						
951-36-51-3520-52972	3,000.00	0.00	1,439.93	0.00	1,560.07	48.00
Printing and binding-outside						
951-36-52-3530-52149	4,313,404.00	323,041.50	2,317,189.37	0.00	1,996,214.63	53.72
Interagency labor charges						
951-36-52-3530-52244	3,000.00	0.00	0.00	0.00	3,000.00	0.00
Other equipment operation/maintenance						
951-36-52-3530-52302	3,063.00	0.00	238.50	0.00	2,824.50	7.79
Travel and meetings						
951-36-52-3530-52972	6,000.00	476.33	742.55	0.00	5,257.45	12.38
Printing and binding-outside						
951-36-53-3515-52149	225,162.00	17,646.54	125,060.80	0.00	100,101.10	55.54
Interagency labor charges						
951-36-53-3515-52201	55,065.00	3,998.14	30,285.10	0.00	24,779.90	55.00
Water, sewer and refuse						
951-36-53-3515-52211	100,000.00	6,810.19	43,799.89	0.00	56,200.11	43.80
Janitorial services						
951-36-53-3515-52223	39,555.00	0.00	0.00	0.00	39,555.00	0.00
Vehicle operation charges - internal						
951-36-53-3515-52246	140,984.00	5,792.40	67,814.39	21,358.96	51,810.65	63.25
Building and facility o & m - outside						
951-36-53-3515-52247	21,145.00	78.86	2,979.73	0.00	18,165.27	14.09
Landscape/maintenance services						
951-36-53-3515-52261	393,396.00	32,671.33	239,121.31	36,972.00	117,302.69	70.18
Equipment, building and land rentals						
951-36-53-3515-52302	150.00	0.00	0.00	0.00	150.00	0.00
Travel and meetings						

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951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-36-53-3515-52932	15,500.00	1,291.67	9,041.69	0.00	6,458.31	58.33
951-36-53-3515-52933	36,506.00	151.00	30,883.00	0.00	5,623.00	84.60
951-36-54-3550-52149	550,312.00	45,136.77	313,517.08	0.00	236,794.92	56.97
951-36-54-3550-52199	29,000.00	156.25	3,329.75	12,670.25	13,000.00	55.17
951-36-54-3550-52248	215,038.00	2,269.00	50,575.54	6,400.00	158,062.46	26.50
951-36-54-3550-52249	55,275.00	1,355.63	17,334.73	5,603.52	32,336.75	41.50
951-36-54-3550-52302	1,300.00	139.00	671.00	0.00	629.00	51.62
951-36-54-3550-52403	151,291.00	12,549.28	70,317.79	39,551.93	41,421.28	72.62
951-36-55-3560-52149	802,600.00	120,713.46	441,354.85	0.00	361,245.15	54.99
951-36-55-3560-52302	800.00	97.50	640.50	0.00	159.50	80.06
951-36-55-3560-52304	13,975.00	779.27	6,284.94	0.00	7,690.06	44.97
951-36-55-3560-52306	3,024.00	1,512.00	1,512.00	0.00	1,512.00	50.00
951-36-55-3560-52960	3,000.00	0.00	0.00	0.00	3,000.00	0.00
951-36-55-3560-52972	6,000.00	364.42	1,333.18	0.00	4,666.82	22.22
Total SERVICES	9,722,740.00	783,994.10	5,176,440.64	174,076.86	4,372,222.50	55.03
951-53000						
SUPPLIES						
951-36-50-3510-53101	12,000.00	345.58	2,461.15	0.00	9,538.85	20.51
951-36-50-3510-53102	16,200.00	1,701.61	8,936.57	0.00	7,263.43	55.16
951-36-51-3520-53106	567,000.00	24,157.75	357,255.00	0.00	209,745.00	63.01
951-36-51-3520-53107	25,000.00	20,359.69	45,334.88	0.00	-20,334.88	181.34
951-36-51-3520-53112	120,350.00	3,394.58	26,979.85	3,125.00	90,245.15	25.01
951-36-52-3530-53109	6,500.00	959.70	3,123.00	0.00	3,377.00	48.05
951-36-53-3515-53108	2,690.00	0.00	671.90	0.00	2,018.10	24.98
951-36-53-3515-53113	18,000.00	1,847.63	8,319.95	0.00	9,680.05	46.22
951-36-53-3515-53311	157,710.00	12,661.74	87,593.53	0.00	70,116.47	55.54
951-36-53-3515-53312	20,260.00	3,717.28	8,666.54	0.00	11,593.46	42.78
951-36-54-3550-53110	20,000.00	1,432.65	8,070.09	4,782.31	7,147.60	64.26
Total SUPPLIES	965,710.00	70,578.21	557,412.46	7,907.31	400,390.23	58.54
951-54000						
OTHER MATERIALS AND SERVICES						
951-36-50-3510-54990	3,020.00	0.00	0.00	0.00	3,020.00	0.00
951-36-52-3530-54990	2,390.00	0.00	105.64	0.00	2,284.36	4.42

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951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Pct Used
951-36-54-3550-54203 Computer equipment - non-capital	0.00	0.00	358.28	0.00	-358.28	0.00
951-36-55-3531-54990 Miscellaneous supplies and services	2,500.00	0.00	1,140.00	1,140.00	220.00	91.20
951-36-55-3560-54990 Miscellaneous supplies and services	31,071.00	11,765.88	16,970.60	600.00	13,500.40	56.55
Total OTHER MATERIALS AND SERVICES	38,981.00	11,765.88	18,574.52	1,740.00	18,666.48	52.11
951-56000 OTHER CHARGES						
951-36-52-3530-56995 Refunded fees and fines	2,000.00	355.00	1,400.50	0.00	599.50	70.03
Total OTHER CHARGES	2,000.00	355.00	1,400.50	0.00	599.50	70.03
951-57000 CAPITAL OUTLAY						
951-36-54-3550-57410 Telecommunications equipment	73,000.00	0.00	16,367.86	0.00	56,632.14	22.42
Total CAPITAL OUTLAY	73,000.00	0.00	16,367.86	0.00	56,632.14	22.42
951-58000 DEBT SERVICE						
951-36-50-3540-58140 Loan principal	40,961.00	40,960.88	40,960.88	0.00	0.12	100.00
951-36-50-3540-58190 Other debt principal	40,293.00	0.00	40,293.07	0.00	-0.07	100.00
951-36-50-3540-58240 Loan interest	19,600.00	19,557.00	19,557.00	0.00	43.00	99.78
951-36-50-3540-58290 Other debt interest	3,500.00	0.00	977.91	0.00	2,522.09	27.94
Total DEBT SERVICE	104,354.00	60,517.88	101,788.86	0.00	2,565.14	97.54
Grand Total	10,906,785.00	927,211.07	5,871,984.84	183,724.17	4,851,075.99	55.52

Library - Fund 951
 Month-End Cash Balances

	July	August	September	October	November	December	January	February	March	April	May	June
FY 2011 Pooled cash	72,541.96	250,794.12	312,607.59	1,397,052.22	604,129.15	539,173.69	1,586,968.17					
FY 2010 Pooled cash	(908,343.59)	(797,637.50)	(752,924.76)	(597,787.31)	(558,459.72)	(707,533.76)	290,832.95	(390,345.22)	(62,933.26)	15,984.66	25,912.58	120,299.01
FY 2009 Pooled cash	(1,028,955.46)	(397,327.61)	(356,999.20)	252,949.44	(714,416.36)	(711,714.61)	(812,054.05)	(668,015.42)	(585,048.05)	(543,669.74)	222,502.65	(667,431.15)
FY 2008 Pooled cash	555,177.28	285,993.39	362,222.74	452,678.88	381,688.89	348,644.68	414,873.10	180,026.54	267,117.50	988,379.63	877,239.75	65,274.00
FY 2007 Pooled cash	378,173.37	260,209.81	(47,055.07)	77,967.52	141,276.32	331,082.13	1,134,207.34	1,970,264.04	582,080.73	688,990.25	693,402.17	260,082.00

STAFF REPORT

Date: March 1, 2011, 2010

To: Library Joint Powers Board

From: Teresa Landers, Library Director

Subject: FY10/11 Mid Year Budget Projection and Request to Release Funds for Materials

RECOMMENDATION: Authorize the expenditure of \$70,000 for library materials based on mid-year budget projections

SUMMARY

Mid-year projections show a potential net operating gain of about \$309,800. Given two years of a reduced materials budget and ongoing complaints from the public about the dearth of new materials on the shelves, allocating additional funds for this purpose is recommended.

	FY 10/11 Adopted	Projection as of January 31, 2011
Revenue	\$10,996,421	\$11,166,911
Expenditure	3,197,345	3,182,961
Personnel	7,695,252	7,674,117
Net Gain	\$ 103,824	\$ 309,833

NET INCREASE IN OPERATING BUDGET: \$206,009

BACKGROUND

Every year the County provides updated year end projections in January. This updated information was accepted by the Library Financing Authority in February. Library staff then conducted an analysis of revenues and expenditures year to date. They anticipated what is expected to happen between now and the end of the fiscal year in June with a conclusion that we are on track with our regular budget and can expect to end the year with a net operating gain of about \$309,833.

DISCUSSION

The County provided year end projections of revenue from sales and property taxes. The SCPL share of sales taxes is estimated to be \$187,900 more than originally anticipated and maintenance of effort at \$15,500 less. Interest earnings are projected to be about \$1,050 less. The net increase for FY10/11 is projected to be about \$170,700

The Library received its State Public Library Fund allocation of \$72,000 which is \$2,000 higher than estimated. This will most likely be the last year we receive this money as it has been eliminated in the Governor's proposed budget for FY11/12.

Some revenues seem to be on track to be lower than expected: Internet Use and Photocopy fees for a projected shortage of about \$3,500.

The overall net increase in revenues is estimated at about \$170,000.

On the expenditure side there is a likely savings of about \$40,000 in the line called FICA which actually includes FICA, Medicare, workers' comp, and unemployment insurance for temporary workers. Other assorted savings come to about \$15,000 for a total of about \$55,000.

The original estimate was a net operating gain of \$103,800. These new estimates bring the total projected net operating gain to \$309,800.

The materials budget has been drastically reduced for the past two years in order to achieve a balanced budget. The public is noticing and is complaining there are not enough new materials available. Given the time it takes to order and receive library materials, it is advisable that the materials budget be fully spent by May. Approving \$70,000 now for materials purchases gives staff just enough time to prudently spend the funds.