



SANTA CRUZ PUBLIC
LIBRARIES
A City-County System

LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, July 11, 2011
Central Branch Community Meeting Room
224 Church Street, Santa Cruz

6:00 Closed Session- Labor Negotiations (Government Code §69967.6)
and Library Staffing, Transition Up-date

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 JULY 11, 2011
3. APPROVE MINUTES OF JUNE 6, 2011 (PG 3 -7.)
4. ORAL COMMUNICATIONS
5. CONSENT AGENDA
 - A. Resolutions transferring the following funds for FY11/12 (PG 8-11)
Richardson Trust
McCaskill Local History
McCaskill Visually Impaired
Finkelday Trust
6. WRITTEN COMMUNICATIONS
 - A. Articles About Santa Cruz and California Libraries (PG 40-51.)
 - B. Patron Written Comments (PG 52-53.)
 - C. Articles on Libraries Nation Wide (PG 54-67.)
 - D. Monthly Narrative Reports- June 2011 (PG 68-74.)
 - E. Monthly Statistical Report – through May (PG 75-84.)
 - F. PLF Population Figures (PG 85)

7. REPORTS OF ADVISORY BODIES

- A. Friends of the Santa Cruz Libraries, Inc. (oral)
- B. Finance Committee Draft Minutes & Oral Report (PG 12-14.)

8. MEMBER REPORTS

- A. Scotts Valley Report (Reed)
- B. Capitola Report (Storey)

9. STAFF REPORTS

- A. May Financials (PG 15-24.)
- B. Updated Library Sales Tax Revenue (PG 25-28.)
- C. Adopt meeting room policy (PG 29-38.)
- D. Transition update (oral)

10. OTHER BUSINESS

- A. Parking Lot Review (PG 39.)
- B. Redaction of personal information in LJPB packet (oral)
- C. Cancel August Board Meeting? (oral)

11. NEXT MEETING

The next regularly scheduled meeting is Monday, August 1, 2011 at 6:30 p.m.

12. ADJOURN

The Library Joint Powers Authority Board will adjourn from the regularly scheduled meeting of July 11 2011 to the next regularly scheduled public meeting on Monday August 1 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, we ask that you attend fragrance free. Upon request, the agenda can be provided in a format to accommodate special needs. Additionally, if you wish to attend this public meeting and will require assistance such as an interpreter for American Sign Language, Spanish, or other special equipment, please call the Library Administration Office at 427-7706 at least five days in advance so that we can arrange for such special assistance, or email subfinder@santacruzpl.org.

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

June 6, 2011

Central Branch Library Meeting Room
224 Church 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 Hilary Bryant (Alternate to Councilmember David Terrazas), Supervisor John Leopold (Alternate to Supervisor Mark Stone), Supervisor Ellen Pirie, Councilmember Beiers and Councilmember Storey

Staff: Teresa Landers, Director of Libraries
Jack Dilles, Finance Director

II. APPROVAL OF MEETING AGENDA OF JUNE 6, 2011

Supervisor Pirie moved, seconded by Councilmember Storey

that the Board approve the agenda of June 6, 2011.

UNAN

III. APPROVE MINUTES OF MAY 2, 2011

Citizenmember Poitinger moved, seconded by Supervisor Pirie

that the Board approve the minutes of May 2, 2011.

UNAN

IV. ORAL COMMUNICATIONS

Liz Pollock, library staff, announced the art exhibit: The Al-Mutanabbi Street Broadside Project Exhibition. The exhibit will run from May 1-June 30, 2011 at the Downtown Branch Library.

Sue Graziano, library staff, recognized fellow staff member Heather Norquist, Youth Services Librarian at Live Oak, for receiving the Barbara Bricmont Librarian Award. This award is given to librarians who go above and beyond to offer literacy services to young children.

Ms. Graziano also acknowledged retired youth services staff member and now current volunteer Linda White. Ms. White received a community award from the Santa Cruz Reading Association for her work delivering story time at many of our library branches.

Also Ms. Graziano announced that the Library received the Queer Youth Leadership Organizational Alley Award in recognition of the safe place the Library has created for everyone in the community and for the free flow of information that is provided.

Ed Silveira, founder of the Villa de Branciforte Preservation Society, expressed his regret that he was not placed on the open discussion agenda to address the issue of the Villa de Branciforte artifacts being permanently housed at the Branciforte Library. He requested that this be put on the next meeting's agenda for Board discussion. The Chair said she would take it under consideration.

V. WRITTEN COMMUNICATION

- A. Articles About Santa Cruz and California Libraries
- B. Patron Written Comments
- C. Articles on Libraries Nation Wide
- D. Monthly Narrative Reports- May 2011
- E. Monthly Statistical Report- through April 2011
- F. Letter from FY 10/11 Auditors

VI. REPORTS OF ADVISORY BODIES

A. Friends of the Santa Cruz Libraries, Inc.

Creig Mendivil FSCPL Board Member reported the following Friends' activities:

Recap of financials from May 1, 2010 through April 30, 2011

- Book and Media Donations \$91,882
- Adult and Youth Programs \$17,812
- Branch and Chapter Programs \$143,956
 - Scotts Valley \$120,773
 - Other branches and Chapters \$23,183
- Futurist Consultant \$8,800
- Self-check Machines \$52,340
- GRAND TOTAL of Monies Contributed to SCPL for FY 10/11 \$314,790

B. Finance Committee Draft Minutes & Oral Report

The board reviewed the draft minutes from the May 23, 2011 meeting. There will be no meeting in June.

VII. MEMBER REPORTS

A. Scotts Valley Report

Councilmember Reed reported that the new Scotts Valley Branch Library should have substantial completion by June 15th or 16th, in time for the grand opening scheduled for June 18th.

B. Capitola Report

Councilmember Storey reported that there was no update at this time.

VIII. STAFF REPORTS

A. Approval of Scotts Valley Lease

Elizabeth Walch, President of the Scotts Valley Friends Chapter, presented the Board with a citizen petition urging the Board to approve the lease as presented.

Citizenmember Poitinger moved, seconded by Councilmember Reed

that the Board approve the lease with the Scotts Valley RDA.

UNAN

B. April Financials

The Library Director reported on the current financial status of the library and the Board reviewed revenues, expenditures and cash flow for the library system.

C. Approve Fund Balance Policy

Councilmember Beiers moved, seconded by Supervisor Leopold

that the Board adopt the Fund Balance Policy as presented.

UNAN

Councilmember Beiers moved, seconded by Supervisor Leopold

**that the Board authorize the fund balance amounts to be classified as “committed” for the Library JPA annual financial statement, period ending June 30, 2011:
Library JPA Operating Fund**

***Fiscal year 2011 purchase order and contract balances to be carried forward to fiscal year 2012**

***Fund balance at the end of June 30, 2011 for the purpose of establishing a stabilization arrangement to cover cash flow issues and unexpected expenditures in fiscal year 2012 and beyond, except as otherwise directed by the Board**

Contingency Reserve Fund

***Delete and move funds to the Operating Fund**

Technology Reserve Fund

***Fund balance at the end of June 30, 2011**

Capital Projects Reserve Fund

***Delete and move funds to the Operating Fund**

Felton Branch Reserve Fund

***Fund balance at the end of June 30, 2011**

UNAN

D. Transition to New Service Model Update

The Director gave a brief update on a transition update.

- New job descriptions and classification studies have been completed. They are now with the various bargaining units and are being discussed.
- Next step with Human Resources will be mapping old job positions in relation to the new job descriptions. Hope to have this accomplished by mid-August.

E. New ILS Update

The Director reported that the tentative date to migrate over to the new ILS is 9/23-9/25. The test data is being run now. The Board may want to think about closing over a weekend while the final migration takes place. This will help to ensure that all the data is successfully transferred without any "holes". The Library will not be migrating over the VHS collection for cost saving reasons.

F. Approval of FY 11/12 Budget

Supervisor Pirie moved, seconded by Councilmember Beiers

that the Board adopt the FY 11/12 Budget including carryovers and allocating the first \$100,000 in FY 10/11 fund balance to the FY 11/12 operating budget and the remainder to the committed fund balance for emergency/cash reserves.

AMENDMENT: Once savings are realized, the balance of the \$100,000 will flow back into cash reserves.

AMENDMENT 2: Direct library staff to return to the July meeting with a report on the Volunteer Coordinator position and the possible hiring of this position being moved forward ahead of the previous schedule.

UNAN

IX. OTHER BUSINESS

A. Parking Lot Review

Board reviewed the parking lot list.

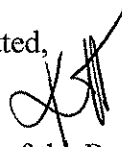
X. NEXT MEETING

The next regularly scheduled meeting is Monday, July 11, 2011 at 6:30 pm.

XI. ADJOURN

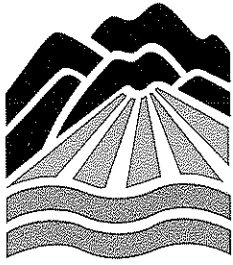
The regular meeting adjourned at 8:25 p.m.

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

RESOLUTION # 2011-03

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS
AUTHORITY BOARD TRANSFERING AND APPROPRIATING FUNDS FROM
THE RICHARDSON TRUST**

WHEREAS, the Santa Cruz Library Joint Powers Board wishes to provide book materials that support library users' need for information, and

WHEREAS, monies from the Richardson Trust are available for this purpose,

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board

That \$12,000 in income from the Richardson Trust be transferred and appropriated to the FY 2011-2012 Budget for the purchase of library materials that meet the criteria established for the Trust.

PASSED AND ADOPTED this 11th day of July 2011 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

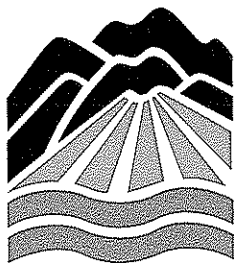
DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk



SANTA CRUZ • PUBLIC
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A City-County System

RESOLUTION # 2011-04

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS
AUTHORITY BOARD TRANSFERRING AND APPROPRIATING FUNDS FROM
THE FINKELDEY TRUST**

WHEREAS, the Santa Cruz Library Joint Powers Board wishes to provide musical materials that support the Library's collection in this subject area, and

WHEREAS, monies from the Finkeldey Trust are available for this purpose,

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board

That \$190 in anticipated interest income from the Finkeldey Trust be transferred and appropriated to the FY 2011-2012 Budget for the purchase of library music materials.

PASSED AND ADOPTED this 11th day of July 2011 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

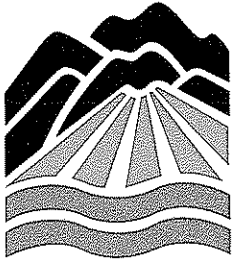
DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk



SANTA CRUZ • PUBLIC
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A City-County System

RESOLUTION # 2011-05

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS
AUTHORITY BOARD TRANSFERING AND APPROPRIATING FUNDS FROM
THE MCCASKILL TRUST FOR THE VISUALLY IMPAIRED**

WHEREAS, the Santa Cruz Library Joint Powers Board wishes to provide library materials that meet the information needs of people with visual impairments, and

WHEREAS, monies from the McCaskill Trust for the visually impaired are available for this purpose,

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board

That \$10,000 in accrued McCaskill Trust for the Visually Impaired income be transferred and appropriated to the FY 2011-2012 Budget for the purchase of library materials for this purpose.

PASSED AND ADOPTED this 11th day of July 2011 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

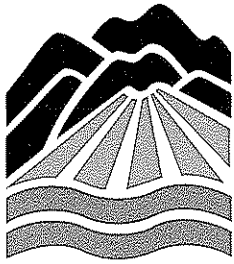
DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk



**SANTA CRUZ • PUBLIC
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RESOLUTION # 2011-06

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS
AUTHORITY BOARD TRANSFERING AND APPROPRIATING FUNDS FROM
THE MCCASKILL TRUST FOR LOCAL HISTORY**

WHEREAS, the Santa Cruz Library Joint Powers Board wishes to provide local history materials that support the Library's collections in this subject area, and

WHEREAS, the Board also wishes to provide sufficient shelving in the Central Branch Californiana Room for the collection, and

WHEREAS, monies from the McCaskill Trust for Local History are available for this purpose,

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board

That \$5,000 in accrued McCaskill Trust for Local History income be transferred and appropriated to the FY 2011-2012 Budget for the purchase of library materials for this purpose.

PASSED AND ADOPTED this 11th day of July 2011 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD
FINANCE COMMITTEE

MINUTES

May 23, 2011

Central Branch Meeting Room
224 Church Street, Santa Cruz

6:00 PM PUBLIC MEETING

I. ROLL CALL

Present: Citizenmember Gorson, Councilmember Storey and Councilmember Terrazas

Staff: Teresa Landers, Library Director
Jack Dilles, Finance Director
Cheryl Fyfe, Assistant Finance Director

II. APPROVAL OF MEETING AGENDA OF MAY 23, 2011

Councilmember Storey moved, seconded by Councilmember Terrazas

that the Board approve the agenda of May 23, 2011 with the following change: moving item 5C up before 5A.

UNAN

III. APPROVAL OF MINUTES OF APRIL 25, 2011

Councilmember Storey moved, seconded by Citizenmember Gorson

that the Board approve the minutes of April 25, 2011.

UNAN

Abstain: Terrazas

IV. ORAL COMMUNICATIONS

None

V. STAFF REPORTS

A. Fund Balance Policy

Cheryl Fyfe and Jack Dilles presented the Fund Balance Policy (Government Funds). This policy helps to establish compliance with the Governmental Accounting Standards Board (GASB) Statement No. 54, "Fund Balance Reporting and Governmental Fund Type Definitions". The statement was created to improve financial reporting by providing fund balance categories that

would be more easily understood. It also defines and identifies a constraint-based hierarchy of fund balance categories for the use of resources reported in its governmental funds.

Councilmember Terrazas moved, seconded by Councilmember Storey

that the Board recommend the Fund Balance Policy to the full Library Joint Powers Board.

UNAN

B. Financial Reports through April 2011

Revenues:

-On Track

Expenditures:

-Expenditures are all accounted for; some lines are low but they do have plans to be spent

Personnel:

-Is running slightly under budget

Month End Cash Balance

- \$1.2 million

C. FY 11/12 Budget

Finance Sub-committee reviewed a draft of the FY 11/12 budget overview. There was a slight change in the Watsonville payback due to a review of the population distribution. The percent change is -.11% which is a reduction of approximately \$15,140.

Councilmember Storey moved, seconded by Citizenmember Gorson

that the Board approve the use of up to \$100,000 from the FY 10/11 fund balance to be used to compensate for any budget shortfalls in FY 11/12 as a result of implementing the new service model mid-year.

AMENDMENT: Once savings are realized, the funds will flow back into cash reserves.

UNAN

VII. NEXT MEETING

The next regularly scheduled meeting will be held Monday, July 25, 2011 at 6:00PM in the Central Library meeting room. The June meeting has been canceled.

Library Joint Powers Authority Board Finance Subcommittee

May 23, 2011

3

VIII. ADJOURN

The regular meeting adjourned at 6:57 p.m.

Respectfully submitted,

Kira Henifin
Clerk of the Board

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

RAFT

LIBRARY JOINT POWERS AUTHORITY	
COMBINED BALANCE SHEET	
JPA FUND AND ACCOUNT GROUPS	
MAY 2011	
	JPA
	Total
Assets	
Pooled cash	1,164,416.13
Pooled cash interest receivable	2,435.09
Other interest receivable	154.11
Taxes receivable - current	492,512.50
Accounts receivable	434,030.74
Infrastructure	579,683.02
Accumulated depreciation - infrastructure	(191,370.66)
Lease improvements - buildings	2,018,031.67
Accumulated depreciation - lease imp-buildings	(1,031,667.59)
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	3,685,886.43
Liabilities	
Accounts payable	215,733.19
Sales tax payable	874.45
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	648,121.62
Equities	
Unreserved, undesignated fund balance	1,380,263.09
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	3,037,764.81
Total Liabilities and Equities	3,685,886.43

LIBRARY JOINT POWERS AUTHORITY						
COMBINED BALANCE SHEET						
SPECIAL FUNDS						
MAY 2011						
Fund #	955	956	957	960	Spec Funds	
Fund Description	Contingency	Technology	Projects	Felton	Total	
Assets						
Pooled cash	9,467.50	4,783.71	471.28	1,137.51	15,860.00	
Pooled cash interest receivable	23.50	11.88	1.17	2.83	39.38	
Total Assets	9,491.00	4,795.59	472.45	1,140.34	15,899.38	
Equities						
Unreserved, undesignated fund balance	9,491.00	4,795.59	472.45	1,140.34	15,899.38	
Total Equities	9,491.00	4,795.59	472.45	1,140.34	15,899.38	

LIBRARY JOINT POWERS AUTHORITY						
COMBINED BALANCE SHEET						
TRUST FUNDS						
MAY 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	260,420.55	246,206.00	9,534.42	119,496.18	89,296.37	724,953.52
Pooled cash interest receivable	646.61	611.32	23.67	296.70	211.88	1,790.18
Total Assets	261,067.16	246,817.32	9,558.09	119,792.88	89,508.25	726,743.70
Equities						
Net assets held in trust-library prog	261,067.16	246,817.32	9,558.09	119,792.88	89,508.25	726,743.70
Total Equities	261,067.16	246,817.32	9,558.09	119,792.88	89,508.25	726,743.70

Revenue Status Report
 Library JPA
 CITY OF SANTA CRUZ
 5/1/2011 through 5/31/2011

revstat.rpt
 06/22/2011 11:37AM
 Periods: 11 through 11

92%

951 Library Joint Powers Authority

Account Number	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prct Rcvd
951-41000 TAXES					
951-00-0000-41211 Sales and use tax	5,321,475.00	492,512.50	5,156,269.40	165,205.60	96.90
Total TAXES	5,321,475.00	492,512.50	5,156,269.40	165,205.60	96.90
951-43000 INTERGOVERNMENTAL					
951-36-00-0000-43210 State operating grants and contributions	70,000.00	0.00	72,564.00	-2,564.00	103.66
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	434,030.74	4,774,338.14	436,612.86	91.62
951-36-55-3531-43210 State operating grants and contributions	2,500.00	396.40	1,819.50	680.50	72.78
951-36-55-3560-43190 Federal grants - other	3,024.00	0.00	39,024.00	-36,000.00	1290.48
Total INTERGOVERNMENTAL	5,298,475.00	434,427.14	4,899,745.64	398,729.36	92.47
951-44000 CHARGES FOR SERVICES					
951-36-00-0000-44613 Internet use fee	7,000.00	299.53	3,465.23	3,534.77	49.50
951-36-00-0000-44630 Room rentals-library JPA	1,890.00	180.00	1,821.00	69.00	96.35
951-36-00-0000-44901 Photocopy fee	10,000.00	686.13	6,403.96	3,596.04	64.04
Total CHARGES FOR SERVICES	18,890.00	1,165.66	11,690.19	7,199.81	61.89
951-45000 FINES AND FORFEITS					
951-36-00-0000-45131 Library fines	200,000.00	18,854.46	190,265.84	9,734.16	95.13
951-36-00-0000-45132 Lost library items	25,000.00	1,447.76	21,182.13	3,817.87	84.73
Total FINES AND FORFEITS	225,000.00	20,302.22	211,447.97	13,552.03	93.98

Revenue Status Report
 Library JPA
 CITY OF SANTA CRUZ
 5/1/2011 through 5/31/2011

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	667.64	8,299.45	-13,299.45	165.99
951-00-00-0000-46190 Interest earnings - other	5,141.00	154.11	2,808.99	2,332.01	54.64
951-00-00-0000-46910 Miscellaneous operating revenue	9,250.00	0.00	9,140.00	110.00	98.81
951-00-00-0000-46990 Miscellaneous non-operating revenue	25,000.00	0.00	80,560.00	-55,560.00	322.24
951-36-00-0000-46303 Donations - library	42,222.30	0.00	58,772.16	-16,549.86	139.20
951-36-00-0000-46309 Donations - library - Friends of the Lib	25,100.00	27,698.11	106,614.48	-81,514.48	424.76
951-36-00-0000-46916 Cash over/short	0.00	21.74	13.30	-13.30	0.00
951-36-00-0000-46918 Damaged property recovery	0.00	0.00	1,091.78	-1,091.78	0.00
Total MISCELLANEOUS REVENUES	101,713.30	28,541.60	267,300.16	-165,586.86	262.80
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
Total Library Joint Powers Authority	11,005,743.30	976,949.12	10,586,643.36	419,099.94	96.19
Grand Total	11,005,743.30	976,949.12	10,586,643.36	419,099.94	96.19

Expenditure Status Report
 Library JPA
 CITY OF SANTA CRUZ
 5/1/2011 through 5/31/2011

expstat.rpt
 06/22/2011 11:30AM
 Periods: 11 through 11

92%

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	0.00	5,155.00	0.00	1,045.00	83.15
951-36-50-3510-52149	603,881.00	43,952.90	508,426.80	0.00	95,454.20	84.19
951-36-50-3510-52199	63,900.00	11,750.00	33,150.00	25,650.00	5,100.00	92.02
951-36-50-3510-52223	0.00	0.00	163.75	0.00	-163.75	0.00
951-36-50-3510-52224	5,020.00	203.38	3,398.05	0.00	1,621.95	67.69
951-36-50-3510-52248	5,000.00	0.00	0.00	5,000.00	0.00	100.00
951-36-50-3510-52302	2,000.00	0.00	1,119.30	0.00	880.70	55.97
951-36-50-3510-52402	0.00	4,001.97	51,465.91	0.00	-51,465.91	0.00
951-36-50-3510-52403	3,970.00	7.56	2,072.51	0.00	1,897.49	52.20
951-36-50-3510-52933	14,484.00	0.00	10,190.00	0.00	4,294.00	70.35
951-36-50-3510-52961	17,471.00	355.00	13,045.97	0.00	4,425.03	74.67
951-36-50-3510-52971	100.00	0.00	107.14	0.00	-7.14	107.14
951-36-50-3510-52972	5,900.00	0.00	3,489.76	0.00	2,410.24	59.15
951-36-50-3510-52973	10,000.00	9,998.00	9,998.00	0.00	2.00	99.98
951-36-50-3540-52135	550,000.00	47,334.99	473,518.59	0.00	76,481.41	86.09
951-36-51-3520-52131	16,000.00	438.55	5,763.80	0.00	-2.60	100.02
951-36-51-3520-52149	1,214,081.00	94,501.12	1,051,149.23	0.00	162,931.77	86.58
951-36-51-3520-52244	3,500.00	0.00	0.00	0.00	3,500.00	0.00
951-36-51-3520-52248	17,588.00	6,636.12	9,165.76	0.00	8,422.24	52.11
951-36-51-3520-52972	3,000.00	0.00	1,637.03	0.00	1,362.97	54.57
951-36-52-3530-52149	4,313,404.00	319,789.09	3,609,050.01	0.00	704,353.99	83.67
951-36-52-3530-52244	3,000.00	0.00	0.00	0.00	3,000.00	0.00
951-36-52-3530-52302	3,063.00	0.00	273.18	0.00	2,789.82	8.92
951-36-52-3530-52972	6,000.00	487.28	1,459.99	0.00	4,540.01	24.33
951-36-53-3515-52149	225,162.00	17,657.32	195,812.56	0.00	29,349.44	86.97
951-36-53-3515-52201	55,065.00	3,379.44	46,615.83	0.00	8,449.17	84.66
951-36-53-3515-52211	100,000.00	14,778.12	72,884.29	0.00	27,115.71	72.88
951-36-53-3515-52223	39,555.00	8,647.24	36,619.70	0.00	2,935.30	92.58
951-36-53-3515-52246	140,984.00	8,769.03	100,568.86	0.00	31,376.54	77.74
951-36-53-3515-52247	21,145.00	8,541.67	12,475.32	9,038.60	7,494.68	64.56
951-36-53-3515-52261	393,396.00	32,933.33	370,854.63	0.00	22,541.37	94.27

951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-36-53-3515-52302	150.00	0.00	0.00	0.00	150.00	0.00
951-36-53-3515-52932	15,500.00	1,291.67	14,208.37	0.00	1,291.63	91.67
951-36-53-3515-52933	36,506.00	0.00	30,883.00	0.00	5,623.00	84.60
951-36-54-3550-52149	550,312.00	45,239.35	495,313.15	0.00	54,998.85	90.01
951-36-54-3550-52199	29,000.00	1,036.25	12,936.25	5,075.00	10,988.75	62.11
951-36-54-3550-52248	215,038.00	54,225.76	140,066.34	8,116.44	66,855.22	68.91
951-36-54-3550-52249	55,275.00	2,170.92	45,133.83	1,036.15	9,105.02	83.53
951-36-54-3550-52302	1,300.00	0.00	1,032.85	0.00	267.15	79.45
951-36-54-3550-52403	151,291.00	6,929.13	87,170.85	25,644.33	38,475.82	74.57
951-36-55-3560-52149	802,600.00	62,810.28	692,505.66	0.00	110,094.34	86.28
951-36-55-3560-52302	800.00	98.31	1,636.47	0.00	-836.47	204.56
951-36-55-3560-52304	13,975.00	783.45	13,789.48	4,000.00	-3,814.48	127.30
951-36-55-3560-52306	3,024.00	1,440.00	2,952.00	0.00	72.00	97.62
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	754.02	2,463.57	0.00	3,536.43	41.06
Total SERVICES	9,726,640.00	810,941.25	8,169,722.79	94,974.32	1,461,942.89	84.97
951-53000						
SUPPLIES						
951-36-50-3510-53101	12,000.00	539.69	4,432.60	0.00	7,567.40	36.94
951-36-50-3510-53102	16,200.00	3,771.43	16,989.04	0.00	-789.04	104.87
951-36-51-3520-53106	637,000.00	52,384.53	541,276.22	0.00	95,723.78	84.97
951-36-51-3520-53107	25,100.00	14,500.25	95,017.33	0.00	-69,917.33	378.56
951-36-51-3520-53112	120,350.00	7,886.60	48,860.00	18,334.36	53,155.64	55.83
951-36-52-3530-53109	6,500.00	956.55	5,183.00	0.00	1,317.00	79.74
951-36-53-3515-53108	2,690.00	62.33	1,182.30	0.00	1,507.70	43.95
951-36-53-3515-53113	18,000.00	3,988.21	16,231.70	0.00	1,768.30	90.18
951-36-53-3515-53311	157,710.00	10,579.11	127,979.58	0.00	29,730.42	81.15
951-36-53-3515-53312	20,260.00	1,599.31	19,970.70	0.00	289.30	98.57
951-36-54-3550-53110	20,000.00	1,261.38	12,849.69	4,782.31	2,368.00	88.16
Total SUPPLIES	1,035,810.00	97,529.39	889,972.16	23,116.67	122,721.17	88.15
951-54000						
OTHER MATERIALS AND SERVICES						
951-36-50-3510-54990	3,020.00	99.99	99.99	0.00	2,920.01	3.31

Expenditure Status Report

Library JPA

CITY OF SANTA CRUZ

5/1/2011 through 5/31/2011

951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prcnt Used
951-36-52-3530-54990	2,390.00	74.06	253.98	1,252.00	884.02	63.01
951-36-54-3550-54203	0.00	0.00	358.28	0.00	-358.28	0.00
951-36-54-3550-54990	0.00	26.20	26.20	0.00	-26.20	0.00
951-36-55-3531-54990	2,500.00	190.00	1,900.00	0.00	600.00	76.00
951-36-55-3560-54990	36,393.30	-1,072.73	18,507.01	7,500.00	10,386.29	71.46
Total OTHER MATERIALS AND SERVICES	44,303.30	-682.48	21,145.46	8,752.00	14,405.84	67.48
951-56000						
OTHER CHARGES						
951-36-52-3530-56995	2,000.00	183.01	2,107.01	0.00	-107.01	105.35
Refunded fees and fines						
Total OTHER CHARGES	2,000.00	183.01	2,107.01	0.00	-107.01	105.35
951-57000						
CAPITAL OUTLAY						
951-36-54-3550-57410	73,000.00	0.00	23,311.44	0.00	49,688.56	31.93
Telecommunications equipment						
Total CAPITAL OUTLAY	73,000.00	0.00	23,311.44	0.00	49,688.56	31.93
951-58000						
DEBT SERVICE						
951-36-50-3540-58140	40,961.00	0.00	40,960.88	0.00	0.12	100.00
Loan principal						
951-36-50-3540-58190	40,293.00	0.00	40,293.07	0.00	-0.07	100.00
Other debt principal						
951-36-50-3540-58240	19,600.00	0.00	19,557.00	0.00	43.00	99.78
Loan interest						
951-36-50-3540-58290	3,500.00	0.00	977.91	0.00	2,522.09	27.94
Other debt interest						
Total DEBT SERVICE	104,354.00	0.00	101,788.86	0.00	2,565.14	97.54
Grand Total	10,986,107.30	907,971.17	9,208,047.72	126,842.99	1,651,216.59	84.97

Expenditure Status Report
Library Personnel Costs
CITY OF SANTA CRUZ
5/1/2011 through 5/31/2011

Account Number	General Fund	Library (City)	Prct Used	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance
101-35-51000	PERSONNEL SERVICES							
Total	4,226,408.00	314,206.51	89.38	3,777,364.91	0.00	449,043.09	89.38	
Total	733,982.00	61,582.12	93.34	685,064.63	0.00	48,917.37	93.34	
Total	3,000.00	115.90	54.54	1,636.20	0.00	1,363.80	54.54	
Total	0.00	0.00	0.00	7,728.46	0.00	-7,728.46	0.00	
Total	520,010.00	32,324.89	75.33	391,717.74	0.00	128,292.26	75.33	
Total	0.00	0.00	0.00	831.74	0.00	-831.74	0.00	
Total	12,600.00	0.00	153.37	19,324.59	0.00	-6,724.59	153.37	
Total	0.00	0.00	0.00	-329.16	0.00	329.16	0.00	
Total	2,880.00	285.00	108.42	3,122.40	0.00	-242.40	108.42	
Total	665,780.00	51,177.19	91.35	608,213.54	0.00	57,566.46	91.35	
Total	69,994.00	1,532.21	25.81	18,064.29	0.00	51,929.71	25.81	
Total	982,969.00	86,629.88	90.87	893,257.59	0.00	89,711.41	90.87	
Total	99,100.00	8,145.10	87.21	86,421.29	0.00	12,678.71	87.21	
Total	17,994.00	1,379.08	84.25	15,159.35	0.00	2,834.65	84.25	
Total	63,836.00	5,361.85	100.17	63,942.24	0.00	-106.24	100.17	
Total	2,744.00	225.68	89.58	2,458.00	0.00	286.00	89.58	
Total	35,300.00	3,113.97	93.96	33,167.31	0.00	2,132.69	93.96	
Total	37,175.00	1,915.68	61.08	22,706.84	0.00	14,468.16	61.08	
Total	221,481.00	18,234.04	97.85	216,727.61	0.00	4,753.39	97.85	
Total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Total	7,695,253.00	586,199.10	88.97	6,846,579.57	0.00	848,673.43	88.97	
Grand Total								

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	875,122.12	1,076,342.48	1,227,629.78	1,164,416.13	
FY 2010 Pooled cash	(908,343.59)	(797,637.50)	(752,924.76)	(597,787.31)	(568,459.72)	(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)	(595,048.05)	(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



County of Santa Cruz

COUNTY ADMINISTRATIVE OFFICE

701 OCEAN STREET, SUITE 520, SANTA CRUZ, CA 95060-4073

(831) 454-2100 FAX: (831) 454-3420 TDD: (831) 454-2123

SUSAN MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

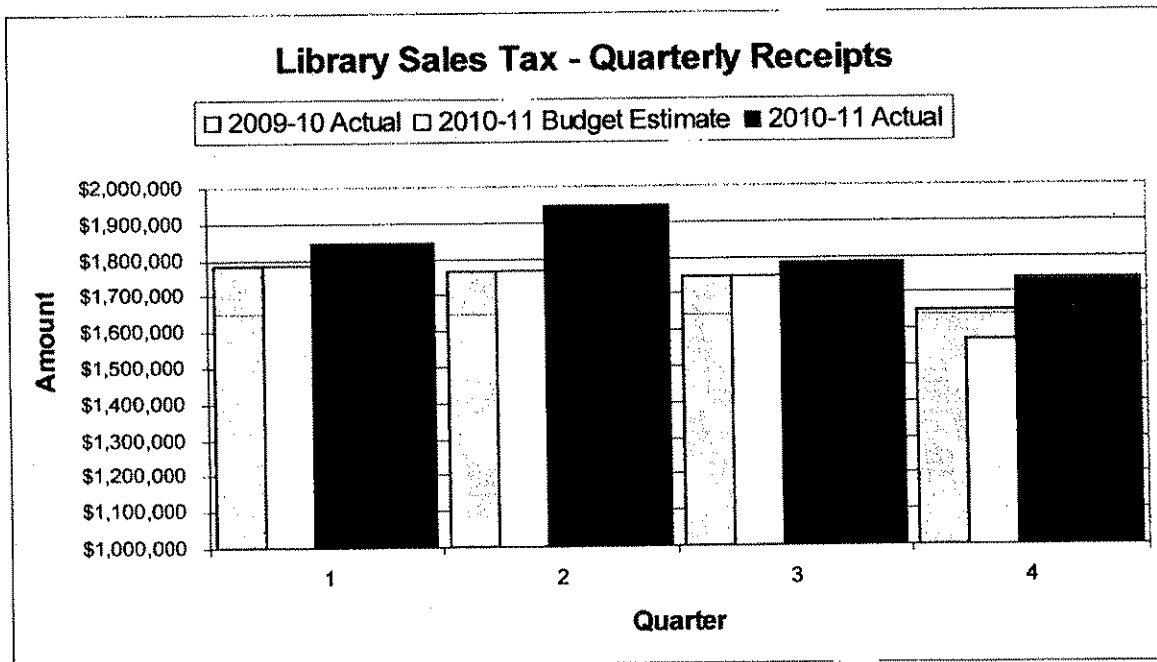
June 27, 2011

TO: Each Member of the Library Financing Authority

UPDATE FOR LIBRARY SALES TAX REVENUE

The purpose of this letter is to provide an updated revenue estimate for the Library Sales Tax which takes into account actual receipts for the 4th quarter of the Authority's 2010-11 fiscal year. In summary, total receipts for the 4th quarter were \$1,738,035 which is \$167,292 better than the 4th quarter estimate provided to the Library Financing Authority earlier this month.

The graph below provides a comparison of the actual quarterly receipts for 2009-10 (the gray bars) and the quarterly estimates for 2010-11 (the white bars) and the actual receipts to date for 2010-11 (the black bars).

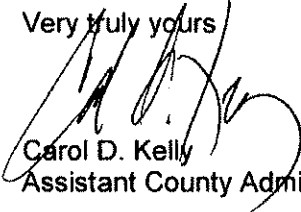


Each Member of the Board of Directors
June 27, 2011
Page 2

The attached table provides quarterly and annual data for Measure B for the period 1997-98 through 2011-12.

We will provide you with an update for the 1st quarter sales tax estimate for 2011-12 and the property tax estimate for 2011-12 in October. If you have any questions, please give me a call at 454-3402.

Very truly yours



Carol D. Kelly
Assistant County Administrative Officer

Attachment

cc: Director of Libraries, Santa Cruz City/County Library System
Library Director, Watsonville Library
County Administrative Officer
Santa Cruz City Manager
Watsonville City Manager
Auditor-Controller
Santa Cruz Director of Finance
Administrative Services Director, City of Watsonville

Library Sales Tax Receipts - Quarterly and Annual

Year	Quarter	Quarterly		Annual		
		Actual & Estimate **	Estimate **	Actual/ Estimate	Change	% Change
1997-98	1	\$1,460,903				
1997-98	2	1,533,628				
1997-98	3	1,582,188				
1997-98	4	1,358,294		\$5,935,013		
1998-99	1	1,623,813				
1998-99	2	1,690,893				
1998-99	3	1,525,948				
1998-99	4	1,561,793		\$6,402,447	\$467,434	7.88%
1999-00	1	1,741,273				
1999-00	2	1,862,384				
1999-00	3	1,859,563				
1999-00	4	1,756,389		\$7,219,609	\$817,162	12.76%
2000-01	1	1,986,572				
2000-01	2	2,051,736				
2000-01	3	2,035,286				
2000-01	4	1,789,860		\$7,863,454	\$643,845	8.92%
2001-02	1	1,940,315				
2001-02	2	1,978,436				
2001-02	3	1,787,984				
2001-02	4	1,764,249		\$7,470,984	(\$392,470)	-4.99%
2002-03	1	1,826,667				
2002-03	2	2,032,714				
2002-03	3	1,833,704				
2002-03	4	1,686,660		\$7,379,745	(\$91,239)	-1.22%
2003-04	1	1,843,988				
2003-04	2	1,986,815				
2003-04	3	1,787,501				
2003-04	4	1,712,421		\$7,330,725	(\$49,020)	-0.66%
2004-05	1	1,969,607				
2004-05	2	1,911,909				
2004-05	3	1,983,125				
2004-05	4	1,800,041		\$7,664,682	\$333,957	4.56%
2005-06	1	1,912,226				
2005-06	2	2,298,069				
2005-06	3	2,060,642				
2005-06	4	1,878,281		\$8,149,218	\$484,536	6.32%
2006-07	1	2,124,038				
2006-07	2	2,318,897				
2006-07	3	2,098,577				
2006-07	4	1,998,430		\$8,539,942	\$390,724	4.79%
2007-08	1	2,182,266				
2007-08	2	2,182,896				
2007-08	3	2,035,609				
2007-08	4	1,953,174		\$8,353,945	(\$185,997)	-2.18%
2008-09	1	2,112,168				
2008-09	2	2,125,649				
2008-09	3	1,795,098				
2008-09	4	1,570,743		\$7,603,658	(\$750,287)	-8.98%
2009-10	1	1,783,988				
2009-10	2	1,764,882				
2009-10	3	1,747,693				
2009-10	4	1,650,856		\$6,947,419	(\$656,239)	-8.63%
2010-11	1	1,845,994	1,783,988			
2010-11	2	1,944,408	1,764,882			
2010-11	3	1,784,248	1,747,693			
2010-11	4	1,738,035	1,570,743	\$7,312,685	\$365,266	5.26%

Library Sales Tax Receipts - Quarterly and Annual

Year	Quarter	Quarterly Actual & Estimate **		Annual		
		Est. Actual	Estimate **	Actual/ Estimate	Change	% Change
2011-12	1		1,845,994			
2011-12	2		1,944,408			
2011-12	3		1,784,248			
2011-12	4		1,570,743	\$7,145,393	(\$167,292)	-2.29%

* The amount for the 1st quarter includes the cost of the Measure R Election.
 Estimated cost of the election was \$275,000. Actual cost of the election was \$198,267.
 ** Bold Amounts are Estimated.

not updated
 w/ 10/11 Actuals
 and not
 part of
 LFA budget
 that was
 passed in
 June

4th Quarter is actually 3rd quarter receipts

STAFF REPORT

DATE: July 6, 2011
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries *TL*
RE: Library Meeting Room Policy

RECOMMENDATION: Adopt revised meeting room policy.

BACKGROUND

All library policies are on a three year review cycle. When the schedule of review of policies was presented the LJPB chose to let staff make recommendations for all policy changes with the LJPB providing final review and acceptance. The Meeting Room Policy was last reviewed in 2008.

The meeting room policy has been under review by staff for several months in light of desired changes in how the community is able to access and use library meeting rooms.

DISCUSSION

The key changes to the policy are:

- Library (LJPB and Friends) sponsored use has priority. No other priorities are set.
- The Friends and the Library are allowed to hold fund raisers.
- Charge is increased from \$10 per hour to \$25 per hour.
- Usage is changed to 12 times per calendar year from 26 uses in a fiscal year or four days in a single month. (12 times per calendar year is easier to remember and monitor and prevents excessive use by one group).
- There is no minimum number for attendance for it to be considered a meeting eligible to use the meeting room.
- Charges are added for use of the kitchenette Downtown and in Scotts Valley and for projection equipment Downtown and Scotts Valley. The recommendation would be that as other meeting rooms add such equipment, similar charges be levied. Charging for these services helps with maintenance and replacement costs.
- After hours use is no longer prohibited by policy. Please note that there are still a number of issues to be resolved regarding after hours use including liability and responsibility. Staff will continue to work on these and will bring additional policy changes to the LJPB if necessary. We hope to have these issues resolved by December 2011 and may do some trials in the meantime. After hours use is

primarily predicated on being able to prevent access to the main area of each facility where collection and equipment liability issues preclude public access without staff present. The four branches which currently have meeting rooms can block access to the primary library space although some modifications in locks may be necessary in some locations.

- Policy does not include internal procedures that will be developed by each branch according to their particular circumstances.

DRAFT

Meeting Room Policy

The Santa Cruz Public Library system makes its meeting rooms available for public use and neither approves or disapproves of any viewpoint expressed by meeting room users. The Library does not endorse any goods or services, makes no representation as to the accuracy of the information and assumes no liability for the quality or safety of any goods or services which may be the subject of the meetings. When the meeting rooms are not being used by the Library, the Library Joint Powers Board or the Friends of the Library, the library will open the space to all persons or groups for meetings. No group or organization will be permitted use of the room if it appears that the contemplated use would be a clear and present danger to the library, its occupants, or the community. This policy shall apply to all users of the meeting rooms.

Terms of Use

1. The Library System and its affiliated organizations and programs have first priority for use of the meeting room. Governmental agencies have second priority and are exempt from fees for use. All other groups may reserve the meeting room space on a first come, first served basis.
2. Groups may use rooms only for the hours booked in advance. All set-up and clean-up must be accomplished within the reserved time. Groups must return any space to the condition in which they found it unless staff requests otherwise.
3. Groups are responsible for their own set up. Chairs, etc. must provide wheelchair access consistent with guidelines established by the American Disabilities Act. A minimum of 1-4 spaces must be saved for wheelchairs with a clear view of the speaker.
4. All meetings must be open to the general public. Meeting room activity calendars are posted on meeting room doors.
4. No admission fee may be charged; no collections may be taken, no funds solicited or direct sales made except by the Library or the Friends of the Library.

5. The City of Santa Cruz bans the use of polystyrene foam plastic products in the city facilities, including all countywide library branches. The library strongly encourages composting.
6. Signs, posters, displays, and decorations may be put up with prior permission from the branch manager.
7. Loud talk or any use of the room that disturbs library staff or library patrons is prohibited.
8. Libraries are fragrance-free facilities. No incense may be used and fire regulations prohibit the use of candles however exceptions for special events may be approved by the library director. Smoking is not permitted.
9. Failure to cooperate with any of the rules will result in denial of future use privileges

Reserving a Meeting Room

1. The charge for use is \$25.00 per hour or any part thereof. All charges are payable within five working days of the date reservation is made. Reservations are not confirmed until full payment is received. A receipt for payment is your confirmation of booking.
4. No group may reserve a room more than twelve times in a single calendar year.
5. The Library reserves the right to cancel a reservation due to circumstances beyond its control – for example construction projects or community emergencies. The Library will notify the group of the reservation cancellation as soon as possible.
6. Use fees are refundable with 30 days' notice only and are payable by check from the City of Santa Cruz Finance Department. Refunds must be requested; they are not issued automatically unless the Library has cancelled the meeting.
7. Additional fees for use of kitchenettes and equipment may apply.

8. Each branch will develop procedures for room rental including the issuing and return of keys. Procedures will be approved by the Library Director or her designee
9. Keys will not be duplicated
10. The cost of replacing lost keys and/or changing locks if deemed necessary will be borne by the individual or organization renting the room
11. A copy of applicable policies and procedures will be provided.

Care and use of the Meeting Room

1. If refreshments are to be served, the Library should be informed at the time the reservation is made. Alcoholic beverages may be served only with special permission; this is secured using procedures outlined in the Alcohol Beverages policy.
2. Users are responsible for cleaning up and for any damage to Library property or the facility. Repair or cleaning costs may be assessed if damage occurs.
3. No food or other items may be left or stored in the meeting room or Kitchen.
4. Trash and recyclables that do not fit into the provided receptacles must be removed by the user. The Library may assess charges for damage or cleaning.
5. The Library assumes no responsibility for personal belongings.
6. Kitchenettes are available for use at the Downtown and Scotts Valley branches. Use of these facilities requires an additional fee of \$15.00.
7. The projector at the Downtown branch is available for use with a personal laptop for \$15.00. The Scotts Valley Media Wall is available for use with a personal laptop for \$15.00 if no staff assistance is needed. If staff assistance is needed to pre-program the wall the minimum charge is \$25.00 and \$25.00 per hour after the first hour.
8. All other equipment as listed is available at no charge. Renters must bring own supplies such as flip charts, markers, etc.

Branch Specifics

Aptos:

Seating for 69
(6) 6 foot folding tables
Sink with cold water only
Ceiling mounted screen
4 foot by 6 foot blackboard/bulletin board
3 foot by 4 foot blackboard/bulletin board

Groups must return any space to the condition to which they found it. Please refer to specific arrangement as posted in room.

Boulder Creek:

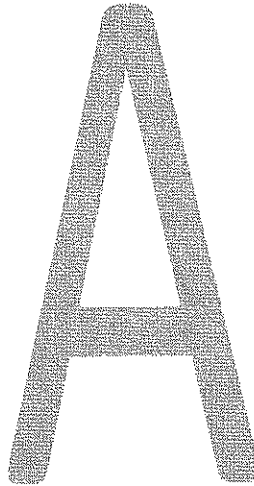
Seating for 35
Small wet bar
Wall mounted projection screen
Portable projection screen
Television
VHS player

Central

Seating for 75
Kitchenette with stove and sink
Wall mounted projection screen
Podium
Overhead projection equipment
TV/VCR unit
Overhead projector for transparencies
Chalkboard
White board/flip chart

Scotts Valley

Seating for 72
Kitchenette with oven, refrigerator and sink
9 screen media wall (available for overhead projection)
Podium



Previous

MEETING ROOM POLICY

The Santa Cruz City County Library System meeting rooms are available to nonprofit community groups and organizations in the areas served by library branches. No group or organization will be permitted use of the room if it appears that the contemplated use would be a clear and present danger to the library, its occupants, or the community.

1. The Library System and its affiliated organizations and programs have first priority for the use of meeting rooms. Government agencies have second priority and are charged no fees for use, but are expected to abide by other meeting room rules. Nonprofit community groups and organizations may reserve meeting room space on a first come, first served basis.
2. Meeting rooms are reserved for the use of community and not-for-profit organizations only. No group whose purpose is commercial in nature may use library space, even if the planned event meets other use criteria.
3. No group may reserve a room for more than twenty-six (26) uses in a single fiscal year or four days in a single month.
4. No admission fee may be charged for any event; nor may collections be taken, funds solicited, or any direct sales made.
5. All meetings held in library meeting rooms must be open to the public. The Branch Manager posts a list of the scheduled meetings for a given week.
6. The Library System is not responsible for other groups' compliance with the Americans with Disabilities Act. However, it strongly encourages groups using Library facilities to include wording in meeting announcements that offers assistance to physically challenged people. The Library's Meeting Room Reservation Form offers a sample of appropriate wording for such announcements, and descriptions of compliant seating and table arrangements. By signing the form, a group agrees that it understands the requirements of the ADA law.

7. Attendance at a meeting must be at least ten (10), and may be no more than the maximum number of people certified by the Fire Department as the occupancy limit for each room. These are:
 - Aptos Branch: 69
 - Boulder Creek Branch: 34
 - Central Branch: 75
8. Reservations must be made for specific hours, and groups must leave promptly at the conclusion of the specified time. Failure to cooperate with this rule will result in denial of future use privileges.
9. No bookings will be made for hours in which the branch is not open to the public. Meetings must conclude, and room clean-up be accomplished, by the library closing time.
10. No library branch meeting room is equipped for religious services, dances, or dramatic productions.
11. The Aptos and Boulder Creek Branches have no public address systems, pianos, or other special equipment available for public use.
12. Loud talk or any use of the room that disturbs in any way the library or library users is prohibited.
13. Smoking is not permitted in any library facility. Alcoholic beverages may be served only with special permission, secured using procedures outlined in the Alcoholic Beverages Policy.
14. The Library is a fragrance-free facility. Burning candles and incense is prohibited.
15. Kitchenette facility may be used only for light refreshments; the library provides no utensils.
16. No signs, posters, displays, or decorations may be put up without prior permission.
17. Groups are responsible for their own set-up of chairs, etc., and must clean up the room, returning it to the condition in which they found it, after completion of the meeting. Set up and clean up must occur **within the reserved time** for the meeting. Failure to cooperate with this rule will result in denial of future use privileges.

18. Groups will be held responsible for damages to any library facility, including furniture, carpeting, kitchenettes, or borrowed equipment.
19. Neither the name nor the address of the Santa Cruz City-County Library System or any of its branches may be used as the address for groups or organizations using meeting rooms.
20. If a conflict arises over the interpretation of these regulations, the matter will be referred to the Library Joint Powers Authority Board.
21. The Library Joint Powers Authority Board must approve exceptions to this policy. However, the Director of Libraries is granted power to waive rules if in her/his judgment emergency or other conditions warrant this action. The Director must report all such waivers to the Library Joint Powers Authority Board at its next regularly scheduled meeting.
22. The Library may occasionally be forced to close a meeting room, cancelling a reservation, due to circumstances beyond its control—for example construction projects or community emergencies. The Library will notify the group of the reservation cancellation as soon as possible, and will refund payments as quickly as it can.

RESERVING MEETING ROOM SPACE

1. Arrangements for use shall be made with the Branch Manager or her/his designee of the facility at which the room is located.
2. Groups are required to file a Meeting Room Application Form that lists the group's name and purpose, and the name, address, and phone number of its president or chair. The person signing the form must take responsibility for the group's adherence to the Library's rules, supplying her/his address and phone number if different from the president or chair. Forms are available from the Branch Manager or Central Branch Office. The form is used to tally total uses during one fiscal year (July through June) and must be re-filed annually. A copy of the approved form will be given to the group.
3. After a Meeting Room Application Form has been filed and approved, the group may make subsequent room reservations by telephone and may mail payments. But see Number 5 below.
4. The charge for use is \$10.00 per hour or any part thereof.
5. **All charges are payable within five working days of the date a reservation is made. Reservations are not confirmed until full payment is made.** Receipts

will be mailed to groups that do not reserve in person. A receipt is the group's confirmation of reservation.

6. Use fees are refundable **with 30 day's notice only** and are payable by check from the City of Santa Cruz Finance Department, **not from the library**. Refunds must be arranged with the library staff by the group's responsible person. Refunds are not issued automatically upon cancellation of a reservation

Confirmed by the Library Joint Powers Authority Board in July 1997

AMT:PMEETROOM.POL
Update 07/11/08

PARKING LOT ITEMS

TOPIC	RESOURCES/ RESPONSIBILITY	DATE
Facilities Master Plan Discussion	Teresa	Sep-11
Performance Indicators for new service model	Teresa	Sep-11
Process for replacement of Citizenmember Gorson	Teresa/LJPB	Oct-11
Branch owned collections purchased by local funds	Teresa	Nov 11 (after new ILS)

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SCOTTS VALLEY TIMES: JULY 2011

User Rating: 0 / 0

Poor Best

Written by Laura Chatham



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Scotts Valley Opens A Splendid New Library

"This new library is built for now and for the future."

— Libraries Director Teresa Landers



It was a beautiful morning for the opening of the new Scotts Valley Library on June 18. The ribbon cutting ceremony began a little after 11:00 am with a welcome from Santa Cruz Libraries Director Teresa Landers. Local Girl and Boy Scouts raised the flags. After some brief statements to thank so many people who worked so hard to bring about the success of this project, more than 150 people streamed inside the library to gaze, for the first time, on the marvelous results.

There were many local dignitaries on hand to applaud, including Scott Valley City Council Members, Scotts Valley School Board Members, Santa Cruz City Council members, County Supervisors and, of course the entire library staff wearing pink scarves to stand out for people to ask questions.

Santa Cruz Public Libraries Director Teresa Landers said, "This new library is built for now and for the future... At a community meeting two years ago, many people told us what they wanted in a new library."

The citizens of Scotts Valley that attended that meeting asked for a library full of color and natural lighting, a place for kids, and a place for teens, and a place to display art.

Teresa said the designers listened to the community and did as much as they could to provide it all: A fireside room with a media wall that can be used for community events, meetings, or simply as a lovely place to sit while reading or studying, early literacy computers featuring educational software programs spanning a variety of curricular areas, a homework center with four computers available, computers for adults to use for word processing, and wireless internet access is available. There's even a Wii gaming wall in the teen room. There is also space for 64,500 items including books and downloadable audio books. In short: it's a full-service 21st century library.

Through the Redevelopment Agency (RDA), the City of Scotts Valley saved for the library for over twenty years. The RDA owns the building.

At the opening, Scotts Valley City Council Member Dene Bustichi, who also chairs the RDA, remembered when the rink was first built in 1978. He was a child then and, since that time, his children learned to skate there. He acknowledged those who are still sorry the rink no longer exists. "While many miss that roller rink," said Dene "It was a great community asset, and (in its new form as a library) still is a great community asset."

Working with many community leaders including City Council Member Jim Reed, the



Santa Cruz Sentinel

Coast Lines: July 1, 2011

Posted: 07/01/2011 06:44:17 AM PDT

SANTA CRUZ

Library adds investment resource

Santa Cruz Public Library announces the addition of the online investing research tool, Morningstar Investment Research Center, to the reference collection.

Several branches of the library system have for years had the print version, but now the online version is available at all branches.

Remote use is also available to library card holders with a personal identification number.

Santa Cruz Public Library patrons interested in stocks and mutual funds will have access to Morningstar's premium information, which includes analysts' independent opinion on 1,700 stocks, 2,200 mutual funds, and 300 exchange rated funds.

Morningstar Investment Research Center also offers up-to-date data on 35,000 stocks and funds.

The database lets users build and test portfolio ideas online, and provides financial education through its Investing Classroom.

Training on the use of this service will be available to the public.

Santa Cruz Sentinel.com

Aptos man's artwork to benefit Friends of Santa Cruz Public Libraries

By CHELSEA HAWKINS

Posted: 07/03/2011 01:30:09 AM PDT

APTOS -- Young artist and Aptos native Alexander Wermuller von Elgg is giving back to his community.

Elgg -- who won the 2009 Congressional Art Competition with his original political poster "Progress" -- will be selling reprints of his award-winning artwork and donating 20 percent of the proceeds to the Friends of the Santa Cruz Public Libraries.

Elgg's support for the libraries extends from a personal belief that "knowledge is free and universal to all."

Dana Wermuller, Elgg's mother, said the decision to support the library group was largely drawn from Elgg's experiences as a tutor at a New York City library.

"I sought out that job because the library was where I got help, and I wanted to give help back," Elgg said. "I'm thinking about how the library works and it's so simple. You just show up and ask the right questions and you'll always share in something."

"Progress," a watercolor, was displayed in the Capitol's Cannon Tunnel for a year alongside 300 other students' work from across the country. The painting depicts President Barack Obama in a series of secondary colors -- purples, greens, and browns -- looking upward.

Elgg, 20, said the painting, abstractly, is about the freedom that can be found in structure. He also said that the use of watercolors in itself

speaks to the fluidity that exists in his art.

"Water is impermanent," Elgg said. "Water can be refixed and revised."

As an artist, Wermuller

said that her son believes everything is art and that art is an essential part of who he is -- she said her son was an "artist at heart."


"He's constantly drawing; it's like breathing for him," Wermuller said. "It's a constant flow of output."

PRINTS AVAILABLE

'Progress' by Alexander Wermuller von Elgg is available for purchase at Capitola Book Cafe, 1475 41st Ave., Capitola; or at Graphix Gallery 1229 Pacific Ave., Santa Cruz. Signed copies are available for \$24, unsigned copies are \$20.



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Santa Cruz Sentinel

Carol Heitzig: Statistics show the value of library services

-
Posted: 07/03/2011 01:30:32 AM PDT

Carol Heitzig

On Oct. 4, 2010, the California Library Association encouraged all public, school and special libraries to take a "snapshot" of activities at their library. On one designated day, every public library in California was encouraged to gather statistics on what happened that day. Events such as books checked out, questions answered, Internet sessions, etc. were captured and tabulated. The final report has just been released and it is impressive. Some highlights:

- On a typical day, over 1 million Californians visit a library;
- Library websites were accessed 1.2 million times;
- 770,831 items were checked out or renewed;
- Librarians answered 93,292 reference questions in person;
- Librarians answered 16,577 reference questions by telephone, email, instant message, text message, mail and more;
- 169,707 people used a library computer;

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src="http://extras.mnginteractive.com/live/media/site6/2009/0224/20090224_042752_bull
et.gif" /> 2,107 programs were held for children, adults, teens and families -- 62,384
people attended those programs;

■26,962 people received literacy tutoring, homework help and information literacy instruction at a library.

While these statistics clearly show that libraries are well-used, how does the Watsonville Library stack up? On the average, each day, the Watsonville Main Library and the Freedom Branch Library:

- Are visited by more than 1,000 people;
- Answer 242 reference questions in person or over the telephone;
- Circulate 1,229 items;
- Provide at least one program attended by 20 people;
- Offer computer access to 450 people.

If you ask any librarian, they will tell you how important a library is to the community. We keep statistics and write reports and answer inquiries that validate our importance to the life of the people we serve. We lobby for funding and write letters to Congress extolling the value of library service. These are all good things -- but nothing beats some hard facts that show just how much libraries and the services they offer are used.

No other organizations or agencies provide Californians with everything that libraries provide, and more than 1 million Californians on one day in October proved it.

If you haven't been to the Watsonville Library lately, come join the thousands who avail themselves of our services every day. I think you will be amazed by what's happening at the library.

Carol Heitzig is the Watsonville Library director

Santa Cruz Sentinel.com

S.V. library to open today: Community to dedicate branch 21 years in the making

By J.M. BROWN

Posted: 06/17/2011 07:42:08 PM PDT

SCOTTS VALLEY - The Scotts Valley library has been 21 years in the making but it's finally a reality.

Scotts Valley residents will get their first look at the new 13,000-square-foot branch - nearly 2.5 times larger than the city's current library - during a grand opening dedication today. Donors got a sneak peek during a reception Friday night, but the general citizenry who paid for the \$8 million facility through redevelopment tax funds will be the guests of honor today.

As she helped put finishing touches on the branch's individual sections for adults, kids and teens, Elizabeth Walch, president of Friends of the Library, Scotts Valley chapter, said, "To have it all be cohesive is amazing. To have a comfortable place for everyone really appeals to the community."

Opening the new facility - a former roller rink transformed into a high-tech, light-filled center - represents a bright spot in what has often been a gloomy season for the 10-branch city-county system.

Driven by declining tax revenue and increasing labor costs, persistent budget deficits during the past several years pushed the Santa Cruz Public Libraries to rethink how it serves thousands of customers from the San Lorenzo Valley to La Selva Beach. After a cost-cutting proposal to close four small branches met stiff opposition this winter, the Library Joint Powers Authority

board voted to keep all sites open, increase technology and spread out hours more evenly through a new service model set to premier in January.

Then, just a few months after the closure dispute was settled, a last-minute tiff unfolded between officials from Scotts Valley and the county - who first agreed in 1990 to jointly open a library - over the length and other terms of the lease. The two sides worked out their differences, albeit temporarily, with a two-year pact that allows the county to lease the library through the Joint Powers Authority for \$1 per year.

With the agreement complete, staff got into the new building Monday to start setting up. They reshelved the branch's 65,000 volumes from the old facility in the nearby Kings Village shopping plaza.

Solar tubes and window walls thrust sunlight into the airy, loft-like space. The original dark wooden glulam beams and perpendicular purlin supports that hovered over the roller rink - now buried below an array of bright carpeting - are still in place, giving the library a strong industrial feel.

The wood is replicated throughout the library, in the large signs hanging over the branch's various



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sections, and in canopies and end caps for the book stacks, which have yet to arrive. Large, rectangular lanterns in the center of the library diffuse light from large windows and skylights, which in addition to LED lights throughout, will save enough energy to offset higher-than-expected utility bills at the system's Live Oak branch.

Featuring bright green and dreamsicle orange walls, reading and play areas for young children and teens, many of whom walk from nearby Scotts Valley Middle School to hang out and study for several hours until parents pick them up. A cushy seating element lines the wall in the children's area, while diner-style booths and a disco ball replica of the one that hung in the roller rink will be the centerpiece of the teen area.

There are several study stations and meeting spaces in the adult area and adjacent Fireside Room, which features a gas fireplace that will have wooden shelves above to contain the Friends Community Book Wall, a permanent collection of books donated by citizens who share their favorite tome and donate \$50. There is also a nine-screen media wall for community screenings, meetings or educational events.

While the library is designed to meet community requests for a colorful, bright space, the outside is purposely understated.

"We wanted all the wow to be when you come inside," said Library Director Teresa Landers.

Dave Tanza with Strategic Construction Management, who acted as a liaison between the library staff, city officials and contractor, said the external design is plain enough to blend with the proposed Scotts Valley Town Center, if it is built to the west, and the Scotts Valley Community Center and transit center that neighbor the library to the north and east.

Scotts Valley Councilman Jim Reed, who serves

on the library board, said, "It actually exceeds my expectations. We have delivered tailored functionality to teens and kids, and we have some real striking architectural features."

IF YOU GO

SCOTTS VALLEY LIBRARY

WHAT: Grand opening celebration

WHEN: 11 a.m., ribbon cutting; activities, music and food until 3 p.m.

WHERE: 251 Kings Village Road, Scotts Valley

INFORMATION: Visit the Friends of Scotts Valley Library website at www.fsvpl.org or Santa Cruz Public Libraries website at www.santacruzpl.org.



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Santa Cruz Sentinel.com

Villa De Branciforte artifacts seek home after being booted from the library

By Joel Hersch

Posted: 06/07/2011 01:30:03 AM PDT

SANTA CRUZ -- Artifacts that are 150 years old from Villa De Branciforte, previously on display at the Branciforte Branch of the Santa Cruz Library, are being held in the Santa Cruz Police Department property lockup in lieu of a permanent home.

The artifacts, which include a historical railroad spike, green marble, an Adobe Castro book by Suzanne Paizis and a 19th century map of Villa De Branciforte, were requested to be removed by the Library Director, Teresa Landers, to make room for a new Teen Center, said founder of the Villa De Branciforte Preservation Society, Ed Silveira.

Silveira, however, wants to keep the historical artifacts on display at the library so they can continue being available to the community, he said.

He proposed in May that the predicament be discussed and decided upon by the Joint Powers Library Board at its quarterly meeting, but was disappointed Monday when the board declined to discuss readmitting the artifacts or an alternative.

Silveira was given three minutes to explain.

He said that the artifacts represent the rich history of the neighborhood and that most towns would embrace this kind of art history, and that it was a shame they were having to work so hard to try to keep a glass case with some artifacts on display.

Board member Barbara Gorson said she would take note of his concerns.

"I wasn't aware that we weren't on the agenda," he said. "I thought we were going to be included in the

discussion. Then I found on this afternoon that they're not going to talk about it."

The Villa De Branciforte Preservation Society received a letter on May 10 from Landers that said they needed to remove the case by May 25, Silveira said. They responded saying that they wanted to appeal the removal to the board members at the meeting and request their support.

Silveira said that before they were able to determine what could be done, the library had the artifacts boxed up, removed and put in the police department's lockup as "unclaimed property" on Friday.

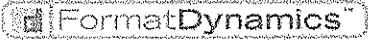
In a letter to the Joint Powers Library Board, Silveira wrote that the previous manager of the Branciforte Library Branch, Linda Gault, recognized the importance of displaying the artifacts in a local gathering place for educational purposes.

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The artifacts were discovered in 2007 at the Cornelius Perez site on the hill of North Branciforte and Water Street, he said. The area, known as Villa De Branciforte, is one of the first three settlements in the state of California.

Silveira has looked into displaying them in the Santa Cruz Natural History Museum but said the Branciforte Library makes the most sense to house them.

"The only sign that refers to Villa De Branciforte' is a sign that says, "Branciforte Library," so having the artifacts there is the ideal situation," h e said. "I think we're just being totally stonewalled here and with the history it represents here. It's totally disrespectful."




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A library for the ages

**By Joe Shreve
Press-Banner**

Several decades of planning and hard work reached fruition Saturday morning, June 18, as Scotts Valley's new library opened its doors to the people of the city.

Several hundred adults and children were on hand to witness the ribbon-cutting ceremony as community members, library workers and city officials dedicated the 13,150-square-foot modernized branch on Kings Village Road.

"This is truly a remarkable time for Scotts Valley," Mayor Dene Bushtich said to the waiting crowd. "When you come inside and see this library, you're going to see some real jewels."

Bushtich said that the library, at the site of the former Scotts Valley Roller Rink on Kings Village Road, is the first part of the city's incubating town center project. "This is phase one of the town center,"

Bushtich said.

The building is owned by the city's redevelopment agency and is leased to the county library system at the rate of \$1 per year. As part of the opening ceremonies, Santa Cruz Public Libraries Director Teresa Landers presented City Manager Steve Ando with two new dollar bills to pay for the library's first two years.

"It was your tax dollars that made this possible," Bushtich said to the crowd. The library itself has a sleek design with a fire-side room, study rooms, computer stations and dedicated activity areas for younger children and teenagers.

As a tribute to the roller rink that was once housed in the building, Landers said, a disco ball will hang from the ceiling in the teen area.

City Councilman Jim Reed, who represents Scotts Valley on the Library Joint Powers Board, said that the

relocation and expansion would not have been possible without the support of the people of the city.

"This library is about community," he said.

Reed said it was community backing, particularly from the Scotts Valley chapter of the Friends of the Library, that allowed such a modern branch to be designed and built.

"This was done on an extremely limited budget," Reed said.

According to its website, the friends group has raised close to \$200,000 to "personalize" and furnish the library. One fundraiser was selling engraved bricks to the community. The bricks are displayed in the courtyard outside the main entrance.

Elizabeth Walch, president of Friends of the Library, also lauded the community effort.

"This is really an example of how a city and its citizens can come together," she said.



A NEW PLACE TO READ: Three-year-old James Breeden of Scotts Valley signs up for a library card with the help of his sister Corry, 11, during the grand opening of the new Scotts Valley Branch Library on Saturday, June 18. For more photos, visit www.pressbanner.com.

Joe Shreve/Press-Banner

Salton

Scotts Valley

Santa Cruz



Teresa Landers <landerst@santacruzpl.org>

[calix] [CSL_FYI] Pew Internet and American Life - E-reader Ownership Doubles in Six Months

Brandis. Rushton <rushbrandis@library.ca.gov>
To: calix@lists.gseis.ucla.edu

Tue, Jun 28, 2011 at 2:26 PM

<http://www.pewinternet.org/Reports/2011/E-readers-and-tablets.aspx>

Overview

The share of adults in the United States who own an e-book reader doubled to 12% in May, 2011 from 6% in November 2010. E-readers, such as a Kindle or Nook, are portable devices designed to allow readers to download and read books and periodicals. This is the first time since the Pew Internet Project began measuring e-reader use in April 2009 that ownership of this device has reached double digits among U.S. adults.

Tablet computers—portable devices similar to e-readers but designed for more interactive web functions—have not seen the same level of growth in recent months. In May 2011, 8% of adults report owning a tablet computer such as an iPad, Samsung Galaxy or Motorola Xoom. This is roughly the same percentage of adults who reported owning this kind of device in January 2011 (7%), and represents just a 3 percentage-point increase in ownership since November 2010. Prior to that, tablet ownership had been climbing relatively quickly.

<snip>

The full report is at

http://www.pewinternet.org/~//media//Files/Reports/2011/PIP_eReader_Tablet.pdf

Rush Brandis
California State Library

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To unsubscribe from the list send a message to requests@lists.gseis.ucla.edu with the subject **unsubscribe calix**

To Our Wonderful Library Staff,

I just wanted to write and thank you for letting Joey be a part of the ribbon cutting ceremony. We all feel really lucky and honored that you chose him to help! It meant a lot to our family and especially to Joey.

The library has been like a second home to us, especially since we lived around the corner for the last seven years. We walked through the gate and over the field countless times, coming home with our arms loaded with treasures.

We love books, and we love our librarians! You are always so friendly, helpful and welcoming. You make the library feel inviting and filled with warmth. Joey really feels at home there.

Sometimes, we can be a little shy.

He doesn't jump to get in the spotlight, and he speaks quietly. But it feels good to get noticed! That is exactly what he said when we got home from the ceremony. He said, "It made me feel

really good. **THANK YOU.** and special that Joey let me cut the ribbon!"

He's going to remember that his whole life. I know it will bring him joy and confidence that he got to be part of such a momentous occasion!

Thank you!

Sincerely,
The Thompson Family
JoAnn, Mark, Joey & Emily

P.S. The new library is amazing! We're

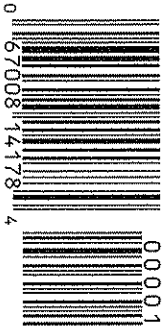
looking forward to spending lots
of time there!

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JUN 20 2011

Ms. Teresa Landers, Director of Libraries
o/o **Friends of the Santa Cruz Libraries**
P.O. Box 8472
Santa Cruz, CA. 95061-8472

June 14, 2011

Dear Ms. Landers,

Just a note of appreciation for fine assistance, fine direction and for the sometimes moral support, to try...yes, try, try again,...another source.

I just finished another semester of school. Helping me to complete another step toward my goal, Santa Cruz Central was stellar in its performance. Even though it was during a very challenging time, (*the upgrades changes and servers transitions with the computers*) the staff held strong and mustered through my semester of formal research as well as casual inquiry.

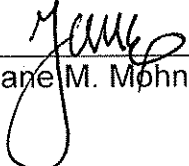
One final project, required research in understanding the building of a passive solar structure, not a house, and *not just* a public building but a church/parsonage, a passive solar church/parsonage building not in the United States but in another, somewhat controversial country. Immediately, you realize all the possible research stresses?

Your well selected people took on the task with good demeanor, grace and...tenacity. I would like to provide a special "shout out" or *applause* to Fred, Jennifer, Dorothy and Donna. They bore the barrage of questions and explorations. Additionally, you had two substitutes (*volunteers or employees?*) which contributed quit handedly at very deadline critical times: Becca and Hui-Lan.

These professionals proved so many times, being a librarian ***is*** one of the most intellectually creative careers working!

Again, thank you and your staff, for ***all*** your good works, for all of us who are trying to make "change" more than just a word.

Yours truly,

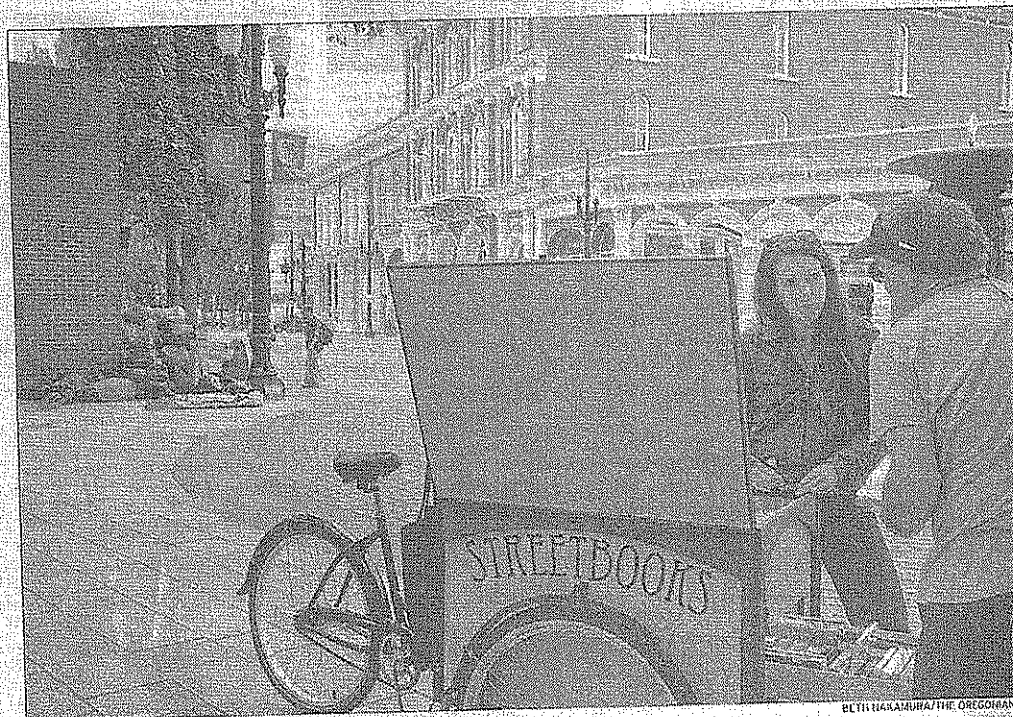

Jane M. Mohnen

Pamela Bradford looks over a book she just borrowed from Laura Moulton's Street Books. At left is Mark Springs, who visited the street library for the first time.



BETH HAKAMURA/THE OREGONIAN

WORDS ON THE STREET



BETH HAKAMURA/THE OREGONIAN

Laura Moulton has re-created an old-school bookmobile, only hers is — this being Portland — bicycle-powered. Part art project, part public service, Street Books visits various spots, including here at Skidmore Fountain Plaza, every Wednesday and Saturday to check out books to homeless patrons.

Bicycle-powered book cart gives Portland's homeless a chance to check out a good read without the necessity of an address

BY REBECCA KOFFMAN
SPECIAL TO THE OREGONIAN

On a gray Wednesday morning, Skidmore Fountain Plaza is not an inviting space. The wind is cold, the cobblestones and concrete hard, the whine of the streetcars unfriendly. People dressed for the office hurry through, giving a wide berth to the jumble of shopping carts and campers huddled in gummy sleeping bags that occupy one corner. Others, who look as though they have been living rough and have nowhere to hurry to, wander into the plaza and find a place to settle for a while.

Just after 10 a.m., Laura Moulton wheels a glossy black cargo tricycle into the plaza. Its cargo box, which resembles an antique steamer trunk, has "Street Books" stenciled in copperplate script across the front. A sign explains this is a pedal-powered mobile library serving people who live outside. It is open Wednesdays at

Skidmore Fountain and Saturdays in the South Park Blocks. She pulls out a display drawer holding about 50 carefully chosen books.

The street librarian is on duty. It's not long before the first patrons approach. "How's it going, Pamela," Moulton says to a raw-skinned woman who is returning a lean M. Auel book that she borrowed the week before.

"Boring," is Pamela Bradford's verdict on "The Clan of the Cave Bear." This week she chooses "People of the Wolf," by W. Michael Gear and Kathleen O'Neal Gear, and takes it back to her perch under one of the arches in the square.

"I love wolves," she says, before launching into a vivid, disjointed story that seems equal parts yearning reminiscence and wild fantasy about a pet wolf named Nikita that she once owned in Alaska.

Please see **BOOKS**, Page C6

Street Books

When, where: 10 a.m.-1 p.m. Wednesdays (Skidmore Fountain Plaza); 11 a.m.-2 p.m. Saturdays (South Park Blocks/Salmon Street)

More on Street Books: streetbooks.org

More on Laura Moulton: lauramoulton.org



For a video on Street Books and its patrons, go to oregonlive.com/living

Her companion, Mark Springs, has not visited the street library before. He tells Moulton he likes books about "champions, about people making it through. Something to get me to think of better things. ... It's scary at times not knowing what's out there." After a long book chat with Moulton, he checks out "A Hope in the Unseen" by Ron Suskind.

Moulton enrolls Springs and several other new patrons as library members, using the old-fashioned card catalog system. Each person gives his or her name and is issued a card. Moulton keeps a record of each patron and what has been borrowed or requested.

"I invite everyone to have their picture taken with the book they have chosen," she says, explaining they can look for their pictures on the Street Books website (street-books.org). People beam for the camera.

"Don't worry about the due date, I'll find you or you can find me," she tells borrowers. And, she assures them, "No ID necessary." This is welcome news to many. To check out a book from Multnomah County Library, you need to show proof of an address. Skidmore Plaza, where people are now waking up and going through their daily routines — brushing teeth, cleaning eyeglasses, rummaging through belongings — might be home, but it's not an address.

Moulton has a talent for making quick and authentic connections with people. She is funny, engaged and warm.

She aims to draw people in "without being in their face." She sees an elderly man walk slowly by. He is curious but hesitant. "Would you like a book?" she calls over. He shakes his head. But then she compliments his finely tooled leather cowboy boots and says, "I've got Louis L'Amour and Zane Grey." He comes closer.

His name is Eric Thiermann. He was born and raised on a ranch, worked for years on the range in Wyoming and after an animated discussion with Moulton about Western



BETH NAKAMURA/THE OREGONIAN

classics, he leaves, smiling, with two L'Amour titles.

Roy Kinard, who says he worked as Goofy at Disneyland for 17½ years, is pleased to find "Christine" by Stephen King.

Moulton initially conceived of Street Books as an art project. It is a summer-long happening, funded — to the tune of \$4,963 — by an individual artist grant from the Regional Arts and Culture Council in its "social practice" category.

What is art as social practice? Moulton, on duty a few days later at her regular Saturday spot near the Salmon Street end of the South Park Blocks, explains.

It's art, she says, that has an interactive, public component — that creates a person-to-person exchange — and often, though not necessarily, serves a public good.

"Social practice art," she continues, "is a way to mess with time and space." Her mobile library creates a space for all kinds of conversations about books that otherwise would never happen.

It has a time component, too: Open at designated places for limited, predictable hours, the bike-powered library gives a group of people an assignment to return or borrow books.

Moulton, who is a Portland artist, writer and writing teacher, says she first learned about art as social practice at a class she sat in on taught by Harrell Fletcher, who developed a masters program in art as social practice at Portland State University.

"It rocked my world," she says.

She's been surprised at the richness of the interactions. Grateful that people who may at first seem unapproachable because of lack of sleep or security are willing to engage generously by talking passionately about books, making requests and sharing ideas for ways to enhance the library. And she's been impressed by the depth of their knowledge:

"We have all these assumptions that people have arrived there (on the street) because of some deficit — it's not a deficit of knowledge."

If it's a satisfying and enriching experience for the artist, what about for the patrons? What, does Moulton think, it might offer them?

"I think it's rare for some of these folks to be invited to something, to have an interaction with someone who is not a caseworker, a parole officer or a police officer telling them to move on."

Certainly on a recent sunny Saturday in the Park Blocks, people are eager to engage. A group of youngsters with huge backpacks who look like they've been on the road awhile come over.

They offer Moulton battered science fiction paperbacks in exchange for Raymond Carver short stories and "All the Pretty Horses" by Cormac McCarthy. They are headed to the Rainbow Gathering in Washington.

"If you meet Thomas with a tattooed neck and chin, will you tell him I have 'Cold Mountain' waiting for him?" asks Moulton, sending them off with a heartfelt, "watch your back and take care of your friends."

Isla Bollmann wants "something Native American," and Moulton suggests a volume of Sherman Alexie short stories.

"Do you know anything about the Harlem Renaissance?" she asks Moulton and then moves into an urgent and digressive discussion that touches on Langston Hughes, James Baldwin, her recent divorce, the fact that her ex-husband now has all her books, how she is living with friends in Eugene until she finds a place. ... She keeps spotting old friends in Moulton's collection. "I love this one," she says, seizing on Barbara Kingsolver's "The Bean Trees" with joy. "Can I take two?"

"Books," she says, hugging her selections to her chest, "take you to another place."

New library study: demand up for technology, budget cuts limit access

For Immediate Release
Tue, 06/21/2011 - 09:43

Contact: [Judy Hoffman](#)
Office for Research & Statistics (ORS)

CHICAGO - A new national report shows that U.S. public libraries continue to expand as technology centers for communities, providing essential resources for job-seekers and support for critical e-government services. In addition, as the demand for e-books increases, libraries are the starting place for free downloads. However, budget cuts have forced libraries across the country to scale back drastically on operating hours and access to services, just when resources are most needed.

The *2011 Public Library Funding & Technology Access Study* reports that virtually all public libraries (99 percent) provide public access to computers and the Internet. More than 87 percent of libraries provide technology training, and more than two-thirds (67 percent) of libraries offer access to e-books, up 12 percent from two years ago.

Yet a pervasive “new normal” of increased demand for library technology resources, paired with decreased funding at state and local levels, is impacting service to millions of Americans, according to the report released today by the American Library Association (ALA).

“We’ve seen our libraries and communities struggle throughout this uneven economic recovery. Since the recession began, libraries have grappled with budget cuts and decreased hours, while users wait in lines before doors open, eager to use library computers or access Wi-Fi, get expert assistance for job search, and learn how to download e-books,” said ALA President Roberta Stevens. “We want patrons—and policymakers—to understand the dynamic resources available at today’s library and keep those resources funded. Let’s make sure that our investment in libraries yields its full potential.”

While 70 percent of libraries report increased use of public computers, and more than half of libraries report an increase in use of electronic resources, 55 percent of urban libraries report operating budget decreases during the current fiscal year, followed by suburban (36 percent) and rural (26 percent) libraries. At the same time, 16 percent of libraries report decreased operating hours, a jump from 4.5 percent just two years ago. For the third year, the greatest impact was experienced by those living in urban communities; nearly 32 percent of urban libraries report reduction of open hours, up from 23.7 percent last year.

Not surprisingly, libraries report again that services for job-seekers rate as the most important public Internet service provided to the community.

More than 74 percent of libraries offer software and other resources to help patrons create resumes and employment materials, and 72 percent of libraries report that staff helped patrons complete online job applications. Yet, 56 percent of libraries report they do not have enough staff to effectively assist job-seekers.

Increasingly, as government agencies eliminate print forms and close satellite offices, public libraries are the front lines, connecting people with essential e-government resources.

Nearly 68 percent of libraries report that staff provided assistance in completing government forms, and one-quarter of all libraries partnered with government agencies and non-profit organizations to provide e-government services. An Oklahoma library director reports that a major employer no longer distributes printed W-2s to employees. Since only a small percentage of residents have Internet access at home, employees had to depend on library computers and printers to retrieve the forms.

The proliferation of e-books marks a milestone in public libraries; the number of libraries that offer e-books has increased almost 30 percent since 2007.

“We’ve seen a dramatic increase in people coming to the library with their e-readers, eager to learn how to use it with the library e-book collection. It’s a great opportunity to showcase our expansion into digital services. As a technology hub for our 26 communities, we make sure to feature a wide range of resources for users,” said Contra Costa County Library (Calif.) Deputy County Librarian, Cathy Sanford.

“Millions of Americans each year go to their public libraries to seek educational resources, government services, employment information, and opportunities to improve their lives,” said Jill Nishi, deputy director of U.S. Libraries and Special Initiatives at the Bill & Melinda Gates Foundation. “As libraries struggle to meet the growing needs of their communities, against the pressure of significant financial constraints, it is crucial that both public and private partners consider how they can help libraries sustain the critical services they offer.”

Conducted by the ALA and the Information Policy & Access Center at the University of Maryland, this year’s study builds on the largest study of Internet connectivity in public libraries that began in 1994. The study functions as an annual “state of the library” report on the technology resources brokered by our libraries and the funding that enables free public access to these resources.

The study, funded by the Bill & Melinda Gates Foundation and the ALA, can be found online at www.ala.org/plinternetfunding.

Slideshow graphics and additional resources available in [Press Kit](#).

The **American Library Association** (ALA) is an advocate for the freedom to read and to access all forms of library materials. With more than 61,000 members, the ALA is the oldest and largest library association in the world and represents all types of libraries and library staff. Its mission is to provide leadership for the development, promotion and improvement of library and

information services and the profession of librarianship in order to enhance learning and ensure access to information for all. <http://www.ala.org>

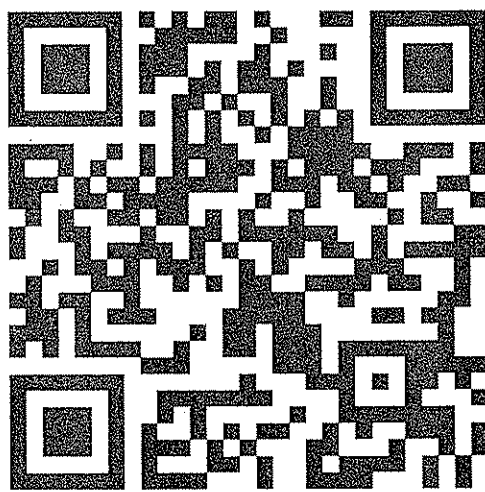
The **Information Policy & Access Center (iPAC)** at University of Maryland College Park conducts research that focuses on the processes, practices, policies, and social issues that govern access to information in our increasingly digital information society. iPAC is committed to studying what policies and/or technologies lead to equitable and inclusive information access, a digitally literate population, an informed and engaged public, or access Internet-enabled resources and technologies. <http://ipac.umd.edu>

Guided by the belief that every life has equal value, the **Bill & Melinda Gates Foundation** works to help all people lead healthy, productive lives. In developing countries, it focuses on improving people's health with vaccines and other life-saving tools and giving them the chance to lift themselves out of hunger and extreme poverty. In the United States, it seeks to significantly improve education so that all young people have the opportunity to reach their full potential. Based in Seattle, Washington, the foundation is led by CEO Jeff Raikes and Co-chair William H. Gates Sr., under the direction of Bill and Melinda Gates and Warren Buffett. <http://www.gatesfoundation.org>

The Wired Library explores Internet and web topics relevant to public librarians. Your input is welcome.

QR Codes in Libraries: Some Examples

David's library, Topeka & Shawnee County (Kans.) Public Library (TSCPL), recently experimented with Quick Response (QR) Codes in a pilot project last fall. We thought we'd tell you how it went and how some other libraries are beginning to use QR Codes, which are a type of barcode that is readable with a QR Code reader. It looks like a black-and-white square with lots of squiggly lines. A Toyota subsidiary in Japan created them in 1994 to track parts for their cars, but they're catching on in other industries now. They easily pass text, URLs, and other types of information to smartphones. They can even take the user right to a website!

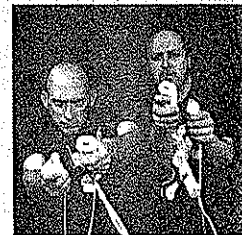


I'm guessing many of you have heard of The Big Read initiative—a grant-funded fall reading program (www.neabigread.org). TSCPL chose *The Maltese Falcon* as its book and created a lot of fun events around it. One of those events was a community-wide scavenger hunt, done via QR Codes. TSCPL partnered with several area businesses on this event including a chocolate store, two art galleries, a cupcake shop, and a bookstore. Participants began the scavenger hunt at the library. The first stop was to scan the QR Code by the *Maltese Falcon* display. Doing that gave participants a name and address of the next stop in the game. Patrons had to drive to the next site and find the QR Code.

A couple of the businesses had hidden the codes just a bit, so participants needed to hunt around their store to find it. Scanning that code took participants to a mobile webpage with a question to answer about *The Maltese Falcon*. Participants answered the question (via a web-based form) and received the next set of instructions—the name and directions to the next stop in the game. Upon completion of the game, participants were placed in a drawing for a prize.

Along the way, we had some interesting things happen. A couple of the sites we partnered with weren't familiar with QR Codes. But once we introduced them to the concept, they decided to use them for their own businesses! One of the art galleries

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Follow Michael on Twitter at <http://twitter.com/libraryman>.

Follow David on Twitter at <http://twitter.com/davidleeking>.



Michael is currently reading *The Book of Genesis Illustrated* by R. Crumb.

David is currently reading *Dancing with Digital Natives: Staying in Step with the Generation That's Transforming the Way Business is Done*, edited by Michelle Manafy and Heidi Gautschi.


More Information about QR Codes

- Wikipedia (http://en.wikipedia.org/wiki/QR_codes)
- Library Success: A Best Practices Wiki (www.libsuccess.org/index.php?title=QR_Codes)
- How QR Codes Can Grow Your Business (www.socialmediaexaminer.com/how-qr-codes-can-grow-your-business)
- What Is A QR Code and Why Do You Need One? (<http://searchengineland.com/what-is-a-qr-code-and-why-do-you-need-one-27588>)

QR Code Generators

- QR Code Generator from the ZXing Project (<http://zxing.appspot.com/generator>)
- Kaywa QR Code Generator (<http://qrcode.kaywa.com>)
- goQR.me (<http://goqr.me>)

Popular QR Code Smartphone Apps

- BeeTagg Reader
- NeoReader
- QuickMark
- I-nigma
- Optiscan 

actually displayed two QR Codes on their front door, which was confusing because neither of those codes were ours. You had to actually go inside the store to find our QR Code. Also, a local TV station hadn't heard about QR Codes, but started experimenting with the technology after we showed them how.

We promoted The Big Read (and our scavenger hunt) pretty heavily in the community. We held a big kickoff party for the monthlong event, and some of our staff wore shirts with the starting QR Code on the back of the shirt. We also placed a sign with a QR Code pointing to an explanation

of the scavenger hunt at the main doors to our library, so everyone leaving the library saw the poster with the QR Code.

What type of participation did we get? Well . . . it was a pilot project and it provided us with some great information. Here's what happened with the scavenger hunt. Three hundred twenty-three people participated partially (that's how many page views we received on the first QR Code of the scavenger hunt). So we know that hundreds of people started the scavenger hunt, or were at least curious enough to stop and scan the code to see what it did. But out of those hundreds, only eight people completed the scavenger hunt.

Why? I think the main downside to our game was requiring participants to drive to five locations. Combine that with perhaps not being too familiar with QR Code technology and having to ask where the code was in some of the businesses (a couple of the sites put the sign with our code in out-of-the-way places) probably turned some people off. People are busy and it takes a bit of time and planning to get around to all the different locations!

Was it a success? Yes, I think so! First of all, any pilot project is a success, right? You learn something, and can adapt and grow from that information. But also, we learned that people in Topeka actually DO know what QR Codes are, and they know how to use them (323 isn't a bad number at all). Plus, we helped introduce the concept to a couple of local businesses, and received some good press for the event. That might not have helped our scavenger hunt, but it did help The Big Read program succeed.

Here's what some other libraries are doing with QR Codes.

San Diego State University

Upon visiting the San Diego State University website (at <http://infodome.sdsu.edu/index.shtml>), you will find a QR Code at the bottom of the page. This points to the mobile version of their website.

Make sure to visit their catalog and search for a book (I looked for the book

I Am in Fact a Hobbit: An Introduction to the Life and Works of J.R.R. Tolkien). Click through to the actual item record, and guess what? There's a QR Code on that item record. Scan it, and you're given the title of the book, the call number, floor the book is on, and if the book is available.

Plus, the QR Code software I used, BeeTagg Reader, gave me these added options:

- a way to copy the scanned content to my clipboard (for later copying into another document);
- a way to send the content via e-mail or via SMS; and
- the ability to save content to my favorites list.

So as you can see, the power of the library's information combined with the QR Code software's features, make this a pretty useful tool. And there's the added benefit of not having to hunt down those tiny golf pencils and p-slips to write the call number down on.

Lafayette College Library

Lafayette College Library in Easton, Pennsylvania, created a fun way for students to learn about the library. They created a game using QR Codes that teaches participants about the library along the way.

Here's how they describe the game:

Carmen Sandiego is at it again! This time she's stolen the Marquis de Lafayette's sword—a precious piece of College heritage that is usually stored safely in the library's Special Collections. Without Lafayette's sword, school spirit is in peril and we fear that Lehigh may beat Lafayette forever. Lafayette's team of stellar librarians (the PRA Team) fingered Carmen using an array of library tools. Now you need to find the secret location where Carmen stashed the sword before she has time to move it again. Luckily, Carmen left clues for her henchman about the sword's whereabouts. Your task is simple: pursue Carmen's trail by visiting stations located throughout the library. By enlisting the help of librarians at each station, you will be given clues that will lead you to the Marquis' sword.



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Lee is currently reading *The Children's Book* by A. S. Byatt and *The Ragged Edge of Silence: Finding Peace in a Noisy World* by John Francis.

Bringing in the Money presents fundraising strategies for public libraries.

Wanted: High Net Worth Donors

In most communities, whether poor or wealthy, the distribution of wealth forms the traditional bell curve. Public libraries should not neglect the 10 percent at the wealthy end of the curve. This is where your potential major donors reside. Identify them. Pay attention to them. Educate them. Cultivate them. Ask them for support.

In 2009, Barclays Wealth (the wealth management division of Barclays, the global financial services provider) contracted with Ledbury Research to examine new and emerging trends in charitable giving among the affluent ("high net worth donors" in Barclays-speak). The study focused on giving trends among individuals with investable assets of \$1 million or more. The study's culminating report, titled *Tomorrow's Philanthropists*, covers major donor giving trends in both the United States and the United Kingdom.¹

According to *Tomorrow's Philanthropists*, a new generation of philanthropists is ready and willing to give. They have arrived on the scene with a clutch of new attitudes and assumptions, but their drive to make a difference in the world is the grand, old tradition.

Wanted: Twenty-First-Century Andrew Carnegies

Carnegie's devotion to the cause of libraries has become mythically iconic to the point where he strides the landscape of library philanthropy like a Paul Bunyan or Johnny Appleseed. He sowed the seeds of library growth in approximately two thousand communities, creating a world-class network of libraries throughout the United States. His book *The Gospel of Wealth* remains a relevant call to philanthropic arms. His statement that a public library "outranks any other one thing a community can do for its people" remains timeless.² Every generation surely deserves its own Carnegie-style philanthropist-philosopher and über-wealthy library advocate.

When surveying your community, never underestimate women with wealth. They have long dominated the world of philanthropic giving and their importance continues to escalate. In both the United States and the United Kingdom, women are surging ahead in their charitable giving, but more so in the United States where "on average, high net worth women give 3.5% of their total net worth to charity each year, almost double the 1.8% given by men."³

This is far from a new development. Women have always been powerful players in the philanthropic arena, although not always in a public capacity. Doubtless much nineteenth century robber baron-credited philanthropy could be more accurately attributed to the advocacy of the robber barons' wives. Nevertheless, there are plenty of classic female philanthropist role models who were fully acknowledged in their day. Women of the new generation could look to Phoebe Apperson Hearst for inspiration.

Along the way, you may just learn some useful tips about using the libraries.²

Syracuse University Library Learning Commons

Syracuse University Library Learning Commons created some bookmarks for their patrons that give five ways to contact a librarian for help.² At the bottom of the bookmark is a QR Code. When scanned, it takes you to the Research Assistance page on their website. That's handy—even handier would be a mobile-friendly page or a vCard version of their contact information that I could add to my phone's contact list. But still, it's a start, so good for them!

Contra Costa County Library

Contra Costa County (Calif.) Library has done a couple of really interesting things with QR Codes. Check this out:

Contra Costa County Library is excited about its partnership with Tri Delta Transit to provide instant access to free audiobooks and library services on the bus. With "Snap & Go" mobile library service, Contra Costa County Library cardholders riding the bus can choose from over 550 audiobook titles to wirelessly download directly to their cell phone and immediately listen to as they continue on their journey. A great way to pass time on the bus!³


Yes, you guessed it. They're doing this with QR Codes. They are also tagging popular books in their library with QR Codes that point to read-alikes. Both projects sound like great ideas!

Half Hollow Hills Community Library

Half Hollow Hills Community Library in New York is using QR Codes to tag the ends of their bookshelves. These QR Codes point to subject guides related to the topics of the books on those shelves. For example, if you scan the code on the shelf labeled "cooking," you're directed to a subject guide on food and drink.

Topeka & Shawnee County Public Library

David mentioned a second use of QR Codes at his library—here's what they're doing. If you visit Topeka's redesigned website, you can find a webpage devoted to their new mobile app (www.tscpl.org/catalog/mobile-app).

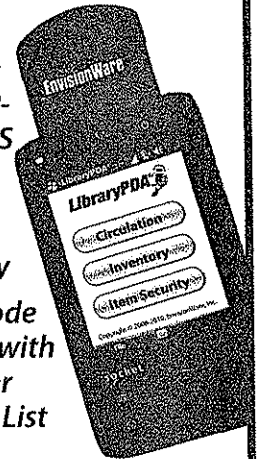
On that page, besides information on how to download the app, you'll find a large QR Code. Scanning that code takes you to the appropriate place to download the mobile app for your particular device. Instead of making patrons visit their device's app store, search for the mobile app, and download it, they can simply scan the QR Code, and the code does all that work for them—thus saving the time of the patron. 

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1. Lafayette College Library, "Where in the Library is Carmen Sandiego? An Interactive Library Mystery Game," accessed Apr. 28, 2011, <http://library.lafayette.edu/carmensandiego>.
2. See an example, accessed Apr. 28, 2011, at www.flickr.com/photos/syracuselearningcommons/5124326720.
3. Contra Costa County Library, "Introducing Contra Costa County Library's New Fleet of Digital Bookmobiles!" press release, accessed Apr. 28, 2011, http://ccclib.org/press_releases/bus.html.

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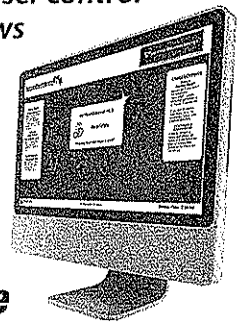
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Lee is reading *To the Lighthouse* by Virginia Woolf and *Manhood for Amateurs: The Pleasures and Regrets of a Husband, Father, and Son* by Michael Chabon.

Bringing in the Money presents fundraising strategies for public libraries.

Social Media Brings in the Money

More than a year ago, I made a New Year's resolution to join Facebook. Six months later, I amazed my family by actually following through on my resolution. They had humored me at the time but never really believed that I'd do it—that I'd boldly enter the twenty-first century at last.

A few months after that, I ventured even further into the scary new world of social media by launching two blogs:

- juneandart.blogspot.com chronicles a real-life romance through love letters, 1949–51.
- preservingfamilycollection.blogspot.com is all about how to take care of historic stuff of all kinds, from love letters to wedding dresses. 37 62

Despite my apparent advances, I've learned you can still be a Luddite even while hosting a blog. I still struggle to comprehend the language of social media and am routinely baffled by the proliferation of new widgets, applications, and platforms.

Nevertheless, I've bought into the zeitgeist of the times and have accepted this basic truth: The power of social media should never be underestimated. Fundraising and social media will join forces and basic fundraising paradigms will change. And what will this future look like? Unfortunately, my crystal ball is a little foggy on details, and that's why I've had to turn to experts for a clearer picture.

Meet the Experts


Joe Murphy and Colleen Dilenschneider are my social media gurus. Murphy runs a blog on new technology trends and libraries at joemurphylibraryfuture.com and manages an influential Twitter account with more than 4,800 followers. Dilenschneider is a Generation Y museum lover who writes about museums and social change at the "Know Your Own Bone" blog at colleendilen.com.

They are both optimistic about the potential for the Internet to create new channels for effective public library fundraising. As Murphy said, "The rest of the world is getting there. Institutions cannot afford to stick to their comfort zone."¹ Dilenschneider shared the example of Minnesota's Give to the Max Day. "This event, which took place on November 16, 2010, raised over \$10 million from 42,596 unique donors in only one day."² Even if public libraries don't have a comparable success story to share yet, this is a clear sign of the future and it's bearing down on us hard and fast.

"An organization's own website is still the best channel for online fundraising," Dilenschneider said, but then noted that the work of community formation may need to begin elsewhere.

"Facebook, Twitter, Flickr, and YouTube are important channels for fundraising

PLA TRAINING

PLA is now offering *Turning the Page* online, an interactive advocacy training course, free of charge to all ALA members. In June 2007, the Bill & Melinda Gates Foundation awarded PLA a \$7.7-million grant to develop and provide a national advocacy training program. The program equips librarians and library supporters with the skills, confidence, and resources they need to create community partnerships, build alliances with local and regional decision-makers, and ultimately increase funding for their libraries. Access the program at www.pla.org/ala/mgrps/divs/pla/plaadvocacy/turningthepage/index.cfm. 



ing years very intentionally studying and researching business, technology, and marketing issues, we decided to figure out how to join forces with other folks who also understood the critical nature of the issues we face—and actually do something real and substantial.

We simply could not, in good conscience, speak in front of (or write for) large audiences, who rightfully expected useful information, and not have something legitimate to tell them about or encourage them to lend their thoughts and energies to. Over and over, hundreds of people asked us to work on something that would start figuring out actual solutions to the growing problem of libraries and digital content. With the help of many of those folks, we now have the beginning stages of Library Renewal.

The best way to discover more is to visit the Library Renewal website (www.libraryrenewal.org). Within the next five years, Library Renewal plans to

- conduct research and create a variety of resources and presentations that explain and point towards new, effective solutions related to libraries and access to digital content;
- forge critical relationships via a formal outreach program to key individuals and institutions working on legal, technological, and industry-specific issues related to access to digital content; and
- build an organized grassroots movement designed to spread the word and raise issues at a local and regional level.

Library Renewal means finding long-term solutions to digital-content access for libraries and library users, by looping you and your family, friends, and neighbors into this movement. The general population still overwhelmingly sees libraries as necessary and positive, and wants them to thrive. We see proof of this in surveys and ballot measures, year after year. But these same people increasingly want digital content in a format that's most convenient to them. That format isn't always paper anymore.

Library Renewal has been working for more than a year to develop this project. We have already consulted dozens of people and organizations, and we will continue to build momentum for the project in the months and years to come. We've talked and worked on the idea of Library Renewal with businesspeople, technical experts, web experts, consultants, organizational leaders, and with everyday library staff and customers.

Librarians understand that this issue of easy, fair access to digital content is critical to the successful future of libraries. We understand that libraries need to provide the best digital-content access solutions to our customers. Now we need to rally our efforts and start solving these formidable issues and challenges.


Everyone involved with Library Renewal hopes you are excited at the unique potential that is taking root here. Keep watching, be in touch, and send us your ideas. Be a part of what promises to be a powerful force for good.

There are big ideas and big problems to solve. There are at least five other organizations currently working on or raising awareness of e-content for libraries, including:

1. **ALA's Presidential Task Force on Equitable Access to Electronic Content** (<http://connect.ala.org/node/127627>). They're charged with studying challenges and potential solutions in libraries for improved digital-content access, distribution and preservation systems, and infrastructure in response to the creation and migration of materials from print to electronic access.
2. **The Berkman Center for Internet and Society's Digital Public Library of America** (<http://cyber.law.harvard.edu/research/dpla>). They recently convened a group of stakeholders in a planning program to define the scope, architecture, cost, and administration for a proposed Digital Public Library of America. They plan to bring together representatives from the educational communi-

ty, public and research libraries, cultural organizations, state and local government, publishers, authors, and private industry in a series of meetings and workshops to examine strategies for improving public access to comprehensive online resources.

3. **The Internet Archive's In-Library Lending Program** (<http://blog.archive.org/2011/02/22/in-library-ebook-lending-program-launched>). They recently announced a new 80,000+ e-book collection of mostly twentieth-century books that can be accessed at OpenLibrary.org.
4. **COSLA: eBook Feasibility Study for Public Libraries** (www.cosla.org/documents/COSLA2270_Report_Final1.pdf). From the report itself: "In this report, you'll read concerns and ideas about access and ease of use for library eBooks, library purchasing models, shifting relationships with vendors and publishers, cost and selection, copyright and fair use, and how to make the public library's voice heard as eBooks change how people read for leisure and learning"
5. **LibraryCity** (<http://librarycity.org>). LibraryCity is an ad-hoc group focused on the issues surrounding e-content access and libraries. Their goal is to provide libraries "with a wealth of new content that they can position to serve Americans' individual needs as well as community and institutional ones."

Lots of organizations, working on different facets of the same overarching problem, certainly have a chance to facilitate change. Feel free to e-mail us and tell us what you think! 

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because they serve as portals to engage audiences while at the same time driving potential donors to the organization's website," she said. "These sites have an independent ability to build community around an organization by creatively engaging potential donors through pictures, videos, and bite-sized updates, building a seemingly one-on-one relationship with the organization."

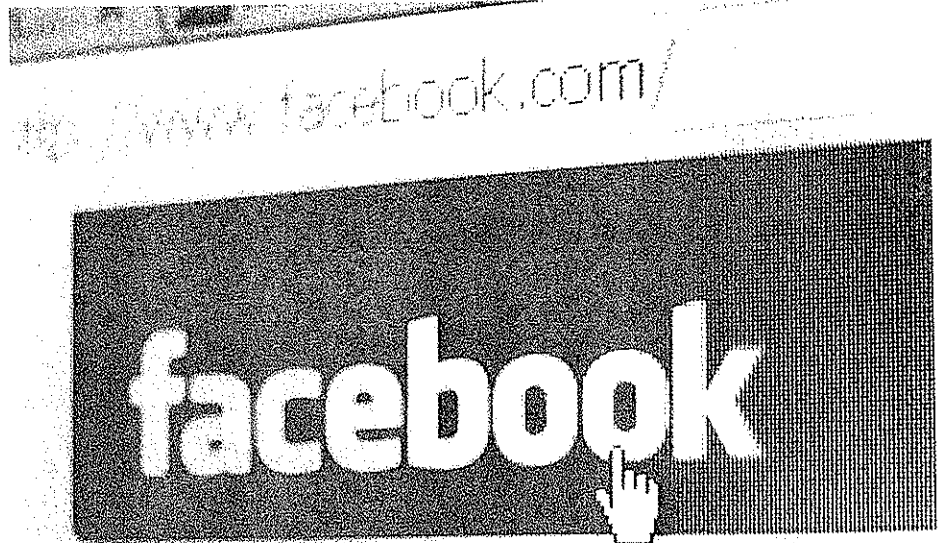
In addition to the social media sites mentioned previously, Murphy cited the emerging potential of newer location-based technologies such as Foursquare, Loopt, and Facebook Places. He said, "These can be great for targeting fundraising appeals directly to nearby patrons. Local relevancy can be further leveraged with tools such as Groupon, the local deals social resource."

Acknowledging that we are still in a time of rapid transition, Dilenschneider shared a vision of libraries using these tools to expand their presence even more fully into the lives of their community followers.

"When a person goes to a library, they experience being there, surrounded by books and information—that's the sense of touch, in a way. Social media allows potential donors and visitors to experience the essence of the library through other senses when they are not on location. They can listen to stories online, watch videos of library events, and create relationships by contributing their own thoughts to forums," she said.

To build this new virtual library experience, Dilenschneider suggested using the online tools at hand creatively. She said, "Facebook, Twitter, Flickr, YouTube, and blogs operate differently, but can be thought of as building blocks to help transform a website visitor into a donor through different means: microblogging, pictures, videos, personal connections, etc."

This new approach is overwhelming, even for the most sophisticated library systems. Murphy suggested that the place to start is to invest one person with social-media oversight responsibility and a clear set of goals. "A point person ensures quality control. But ultimately it should be a



community endeavor. Try being flexible in how these projects are staffed."

Dilenschneider agreed that the most effective efforts are coming from institutions that involve "all of the moving parts of the institution." And these types of efforts don't necessarily require a large staff or big investments to succeed. She said, "The 2010 Nonprofit Social Benchmark Survey Report indicated that the size of a nonprofit does not seem to predict its ability to raise funds online—which is great news for small libraries." The report states that 40 percent of successful online fundraising organizations have an annual organizational budget of \$1 million or less.³

Social Media at the New York Public Library

I like that Dilenschneider emphasized that even small libraries can do this. I think she's right, especially if they can tap into enthusiasm within their own staffs. Social media can—and should be—fun.

But for our success story, I'm not turning to a small library but to a huge, intimidating library system. And what I found is that the New York Public Library (NYPL) is struggling with the exact same issues that small libraries will routinely confront—and finding solutions that are as pertinent for small libraries as large.

I posed a set of questions to Angela Montefinise, NYPL public relations director. Bearing out the community nature of this work, she called on two other NYPL staff members, Marketing Director Susan Halligan and Director of Membership and Online Giving Jessica Cassidy, to assist in answering my questions.⁴

Public Libraries: With regard to social media, is the goal of NYPL to build one large NYPL community? Or is it to build several, or perhaps many, smaller communities?

Susan Halligan: The goal is to bring our many different audiences together to form one large NYPL community. We use a variety of platforms to reach the largest selection of users (Facebook, Twitter, Tumblr, etc.). Then across those platforms we have—in addition to our flagship—over eighty individual streams representing everything from branches to specific units, such as LIVE at the NYPL. All of these streams and platforms help connect the various parts at NYPL to each other, directing the various audiences back to one broader library community.

PL: What successes have you achieved to date in community building?

SH: The fact that our flagship Twitter ac-

count jumped from about 4,000 followers in January 2010 to 109,000 followers in March 2011 (the largest public library on Twitter) is a testament to how we're building community online. People are learning about us and broadening their interests in us. One example of how we build communities is around our @NYPLKids stream. The head of children's programming wanted to create a Twitter stream on programming for parents. She was given a stream linked to our flagship, and very quickly, she had a devoted 500 followers, many from the flagship, who actually attend the programming and contribute.

PL: How can NYPL followers donate money to the library through the internet?

Jessica Cassidy: During major fundraising appeals, we regularly post messages on the library's Facebook page or send Tweets from the library's Twitter account, including a link to a donation page. So far, we have not seen great response to fundraising campaigns on social media (still a relatively new platform).

Our website is a better tool for fundraising. We have a "Donate Now" button on each page of the site. We also have a widget on select pages. When a visitor clicks on the widget a shortened donation form pops up.


During major fundraising campaigns, we change the top banner on all pages of the website to a banner that promotes the campaign. It is linked to a donation form. We also include a feature box on the library's homepage during fundraising campaigns.

By far, the most successful website tactic to date has been a hijack of the library's homepage with Lightbox, a JavaScript application that highlights a targeted image. We have used this tactic for advocacy campaigns and are in the midst of our first ever hijack for the sole purpose of fundraising.

We consistently send fundraising e-mails to current donors, as well as in-house prospects. This remains our most successful way of online fundraising. Prospects include library cardholders, advocacy participants, subscribers to our e-newsletters, Library Shop customers, and program ticket buyers. Current donors give online to renew their annual support or to send additional gifts.

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PL: Are the responsibilities for monitoring social media dispersed throughout the staff or is this work being concentrated into a single department (or point persons within departments)?

SH: Our three-person marketing department (under our communications department) is tasked with monitoring social media using tools such as HootSuite and Radian6. In addition, although other departments contribute content, marketing is tasked with maintaining the flagship accounts for Twitter and Facebook. The marketing department has also created a social media policy for the library, and leads social media training throughout the library—without this training, no one can start up a Twitter or Facebook account.

PL: Have you achieved any success with project-driven campaigns on the Internet?

SH: The best example of this is our Don't Close The Book campaign this past summer, which was an advocacy campaign to fight massive city budget cuts.

We created an interactive microsite that allowed visitors to either send an online letter to their local councilperson or to the mayor or donate money to support NYPL. This microsite was supported heavily by social media—we created a hashtag (#dontclosethebook) that was attached to any and all advocacy-related Tweets. One example: "Six Day Service? Never more. Fight the cuts," followed by a link to our microsite. Our Twitter and Facebook pages were redesigned during this campaign to include a striking red-and-black-striped logo, emphasizing the importance and urgency of the campaign. This approach generated 130,000 letters in 2010. In addition, NYPL won two *PR News*' Nonprofit PR Awards connected to the campaign this year—best use of Twitter and best advocacy campaign.

PL: Have you achieved any success with raising general operating funds through the internet?

JC: Yes. Most of the money raised on the Internet is for general operating support. Unless a person chooses a specific location or department, the income goes toward general operating.

Over the last five years, we've seen a dramatic increase in the amount of money raised through online sources. In FY05, the Friends of the Library program (donors who give less than \$1,500) raised \$42,000 online (450 gifts). In FY10, the Friends program raised \$450,000 through online sources (5,500 gifts). Looking ahead, we are going to try to focus more of our efforts on increasing the number of new donors we acquire online.

PL: Describe how a person could move from casually clicking into the NYPL website to becoming a loyal donor.

JC: Let's imagine a patron who visits his local library regularly to check out books and other materials, whose children attend storytelling programs at the library, and who uses our online databases to research projects for his small business. This patron comes to our website to access our digital gallery. When he logs on, he sees a window pop up that informs him that the library does not receive all of its funding from the government. In fact, the library relies heavily on donations from individuals to sustain its mission. He never realized that this was the case. He decides to support the library with a small contribution because he values the library.

He is stewarded through the Friends of the Library program. Each year, he renews his support. He occasionally attends events for library supporters and he gives to special appeals when asked. Over the years, as his business grows, his donations

increase, and eventually he may even decide to include the library in his will.

PL: Any further comments on NYPL's efforts to use social media for fundraising purposes?

JC: Overall, we believe that social media has been invaluable in drawing attention to our advocacy campaigns and has therefore created a halo effect that benefits fundraising, but we don't have any hard data.

What we do have is this—in 2009 during our annual advocacy campaign to fight city budget cuts, we raised \$52,270 in private money through our campaign website. In 2010, with full Twitter and Facebook campaigns in motion and an interactive campaign website, we raised \$292,461. Including our e-newsletter, which we consider social media, a little over a quarter of those donations were generated by social media. So while we can't directly attribute the overall increase to social media, we can assume it had an impact. ■

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MONTHLY REPORT FOR JUNE 2011

1. Reading, Listening and Viewing for Pleasure

A. Children in Santa Cruz County will enter school ready to read, write, listen and learn

We received news that the COE would fund our grant proposal in full at the end of May and Jeanne worked out many of the details the first week of June. The Ready, Set, Read Family Place programs supported by the Santa Cruz County Office of Education grant started at Branciforte, La Selva Beach, Live Oak Family Resource Center, Boulder Creek, Live Oak, Capitola, Aptos, and Garfield Park this month. A program was offered at Felton as well on the last two Thursdays of June, however no one came either day. Central (Downtown) and Scotts Valley will begin RSR programming in July.

At the Aptos Branch this month, Mother Goose continues with a little twist. Mother Goose and Ready... Set...Read was combined. By using the Family Place-Together in the Library structure, a special time for family to play with their little mother-goose timers with the excellent educational toys previously purchased by a First Five grant and smoothly appending the mother-goose time, the weekly programming has expanded from 30 minute to 75 minutes. This has been of enormous benefit to the children and their families in continuing our quest for great early-literacy programming.

Thanks to Leslie Auerbach for contacting and scheduling Community Resource Experts to come to RSR programs throughout the summer. We have guests from UCSC Child Development, Toadal Fitness, United Way's Healthy Kids program, Musical Me, and the Santa Cruz Water Department. Each branch will have at least one Community Resource Expert this summer and most branches have 2 or 3 visitors scheduled to support the Family Place Curriculum.

Thanks to Victor Willis and Leslie Auerbach for coordinating the book and supply orders for the grant. We ordered from local vendors – Bookshop Santa Cruz, Capitola Book Café, and Discount School Supply.

Jeanne facilitated two RSR programs at LOFRC. The families that attend really enjoy playing with the toys and listening to stories. Heather Norquist did Spanish stories the first week and Jeanne did a bilingual storytime the second week along with our special guest from United Way Healthy Families.

Jenn Cockerill has facilitated 2 weeks of RSR programming at La Selva Beach and Capitola this month; ably assisted by branch staff. Our Community Resource Expert from UCSC was very well received at the first Capitol program.

We started our Ready Set Read! Toddler Storytime Series at Live Oak. Heather is highlighting a different Early Literacy skill at each session, and incorporating a different aspect of child development into each storytime theme. After the story time, during

playtime, the parents have an opportunity to talk about different aspects of child development with a community resource expert. So far we've had Su-Hua Wang, and UCSC Professor and expert on speech and language development, and Lindsay Urbani, a fitness instructor at Toadal Fitness.

Aptos staff has been anxiously engaged in bringing programming to support pre-literacy skills from birth to four years of age. As a result parents and grandparents have been developing their skills in combining conversation and play at the Preschool and Mother Goose Times Family Place Together in the Library. Where many parents used to line up against the play perimeter and sit watching their children crawl through tunnels, build with blocks, and play with puzzles, they now are moving toward a more active focus on their children, kneeling and talking with them, engaging one another in the moment.

The Branciforte Branch has been fortunate in having a "Play and Learn Island" (PAL) on loan from the Rancho Cucamonga Library during the month of June. PALs provide a new and unique way to bring play and learning to the youngest members of our community by incorporating problem solving, sorting, sharing, early literacy skills, design and testing, and collaboration. Their colorful design, scale and varied activities appeal to a range of ages, encouraging families to play and explore together. Of the four available themes, Branciforte's PAL can be transformed from the "Big Build" into the "Discovery Dig", where each theme focuses learning differently. It has been a real treat to see parents and children play together with this remarkable resource

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

The Aptos display around the entire young people's room is focused on the Summer Reading Program theme: One World, Many Stories. Eleven countries around the world are featured in the whimsical Jokerman font illustrated by four to six juvenile picture books set in those parts of the world.

Brenda McIlroy and Leslie Auerbach purchased book and manipulatives for the new RTM Science Resource Kits which will be cataloged and begin showing up on the shelves by the beginning of the school year. We are very excited to add this new interactive resource kit to Read to Me.

Jeanne visited Davenport Resource Center to introduce Summer Reading 2011 – One World, Many Stories. Staff at the center signed up about 35 children while Jeanne did a storytime. They are reading with the children every day and Jeanne took them a deposit collection of books about the 5 countries they are focusing on this summer

We have a new Spanish Story time at the Live Oak Branch, presented by Carolina Castillo, a local Spanish teacher who volunteered to provide the program for our Spanish speaking community. She is experienced, enthusiastic, engaging, and very flexible; able to adapt the program to the age range of participants on the spot. Although attendance

was low at the first story time, which is every Tuesday evening at 5:30, there were 27 people at the second one! We are so fortunate and pleased to be able to offer this program at Live Oak.

The art that Sandi Imperio created for the Summer Reading Program publicity has inspired Aptos young patrons to contribute toward the Summer Reading Program displays by making paper flowers to add to the growing lei that is beginning to surround the young people's room and making paper surfboards to frame in the large colorful staff-made paper surfboards displayed in the windows facing the parking lot. Children everywhere like to display their art and the young people who contribute their time and talents to the growing display, glow as they see their art displayed on the window and the wall above the picture books.

C. People of all ages will have friendly support and intuitive access to the materials and resources they want

Bobbi began the first of three webinars with Allan Kleiman on June 16. The first was "Working with Senior Patrons and Technology" and was very informative. One idea for the future is to find funding to begin having something like Ipads for Seniors to borrow which could be preloaded with things they would like (whether audio or book format.) This would alleviate the LP collection not always having what the individual hopes to read. Other ideas included having training sessions for smart phones, Ipads, etc and working with volunteers to help teach these sessions.

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.

In preparation for a shadow-puppet play, a young teen friend of the Santa Cruz Public Library, Jason Zheng, is in the preparation stages of putting on his production of "Jack and the Beanstalk." After researching the many versions of the folktale, he wrote an amusing-heartwarming script during the school year and is now directing a group of youth in putting together the full production. After designing the set and puppets, he is in the final stages of completion with the help of seven to nine teens. The group has done some preliminary rehearsals with more to come. Their show plays on the final day of the Summer Reading program to delight young children and their families.

As part of the Adult Summer Reading Program, four of the resident artists from Opera San Jose performed excerpts from the 2011-2012 season at the Central library meeting room. There was even time for a Q&A after the arias and duets. About 80+ people attended and the singers were very well received. Jim Emdy and Jim Tarjian helped with the program. This was a new partnership and we received a lot of coverage in the San Jose area as it was on their website and in all their calendars (print and online.) Jim Emdy did

many radio spots on both KUSP & KKUP and even had Bobbi visit his opera program on Monday, June 13 where they promoted both the Opera and SCPL.

Laura Whaley presented a workshop for elementary school children about gross things. The FSCPL Boulder Creek Chapter held its play reading. They read the *Crucible* by Arthur Miller. They also held a family craft day where they made rainbow fish for the Fourth of July Parade.

FSCPI Felton Chapter hosted *The Great Blindini* in the Felton Library's Back Yard. They also hosted *Food Matters* in the Back Yard. The kids learned about food and made Mr. Potato Heads. Sue Kuivanen (local author) was there to discuss diets for children with the parents.

Magic and Bubbles, two popular subjects for all ages at the Aptos Branch were satisfied by the Bubble Man and Blindini. Aptos patrons took Blindini to heart, as children and parents liked his humor, warmth, and especially his can-do attitude. He explained that when he was young, he lost his sight, and his sisters borrowed magic books from the library for him and read the instructions to him over and over again until after three years of listening and practice, he learned how to do one magic trick. He said that he was very grateful to libraries for the fun he had while gaining an expertise. This is the type of programming and support of library collections that builds our patrons' vision of the library's value.

The Bubble Man's quirky enthusiasm drew the crowd's delight—the children whooped and danced kissing and blowing at bubbles. During these hard economic times parents were grateful for a moment of nonsense where everyone in the family could laugh and play.

At the Downtown branch, library clerk Liz Pollock devised and installed an art exhibit of letterpress broadsides: *The Al-Mutanabbi Street Broadside Project*; on view for 2 months in the display cases upstairs and downstairs,. She organized the panel discussion held on May 14, showing a 20 min. documentary of "Candle for Shabandar Café" with the Poet Laureate of Santa Cruz County Gary Young and Felicia Rice of the Moving Arts Press explaining their involvement in the project. Also participating was Beau Beausoleil, San Francisco bookseller, poet, and initiator of the Al-Mutanabbi Street Coalition. Community TV filmed the 2 hour event, and we will receive a copy for our DVD collection.

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.

Simcha Preschoolers all have library cards, thanks to their love of the library and their enthusiasm for the “Raising a Reader” program. A storytime, tour of the library, and a book checking out lesson had the preschoolers hopping excitedly, “I have a library card!” “I have a book!” As a reminder of the time spent together, each child received a puppet based on the storytime theme.

A Boulder Creek Branch summer reading program, Great Galloping Gargoyles, is being held at the Boulder Creek Recreation Hall. The staff at the BC Rec Hall approached branch manager, Laura Whaley, about programming during their summer camp programs and it was decided to combine a summer reading activity with Rec Hall offerings. Laura is leading a monster making class twice a week and is also using the time to connect with community families whose children are participating in the Rec Hall’s summer camps. The BC Rec Hall in turn has been bringing ‘campers’ over to the library once a week for an introduction to the library.

At Live Oak, we have already had three group visits to the branch for summer reading signups: the summer ELD reading class from Del Mar Elementary, The Farm (Mid-Peninsula Housing), and Little Buddies Preschool

SCPL hosted our first First Friday reception on June 3 as part of the First Friday Art Tour, featuring the photography of Jim Bourne in the Downtown meeting room. It was very successful, with more than 40 people attending and enjoying the art, refreshments and community.

A 4-H representative made preliminary contact with Aptos staff to determine if young friend volunteers, perhaps over one hundred, could be of substantial help over the next six months to one year, both serving the library and accomplishing their club requirements

Six artists loaned 62 pieces of art for display at the new Scotts Valley Library. In addition there is a large display of art by children who are students at the Scotts Valley Art Center.

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.

The Genealogy Society library at the downtown branch is a destination for people from all over the county who are researching local history. It is also a destination for people from outside the county. In the past month, the library has had visitors from Dixon, Lockwood, Oakland and Salinas and a couple of people who came from Arkansas and Florida to research family connections. The Society volunteers handle all of the requests for obituaries that come to the library and they also receive queries regarding more in-depth research. Recently, they located an obituary on behalf of a Petroleum firm which was trying to track down the heirs of a deceased stockholder. The firm was very appreciative of their work.

Friends of the Santa Cruz Public Library Boulder Creek Chapter hosted its annual San Lorenzo Community Band. The Community Band is dedicated to sharing their love of instruments and music with community. They are especially focused on keeping music in the schools. The Boulder Creek Library Amphitheater is a lovely place to perform and listen to music.

Teresa made presentation to the Santa Cruz City Council and the Santa Cruz County Board of Supervisors as part of the budget process for each agency. The focus was on accomplishments and challenges of the past year and goals for the coming year.

D. Volunteers will be used effectively

Young friends at the Aptos Library made the puppets used at the above mentioned class visit. The youth service's librarian designed the puppet and greatly appreciates their help, because it enriches Aptos Library programming.

The Library received word it is the recipient of an Americorps Volunteer Coordinator. This individual will be able to get the library's volunteer program started including setting up and populating the database with baseline data, developing recruitment and hiring procedures so that all this is in place when the library's volunteer coordinator starts later this Fall.

4. WELCOMING PLACE

A. Identify the physical changes and funding required to provide 21st century library facilities.

The new Scotts Valley branch opened on June 18. While not every detail is complete, the community greatly enjoyed the event with an estimated 1,000 people coming through. You always lose something in a move and in this case it is the people counter so we do not have an exact count but relied on experienced crowd estimators including members of the press. But there are some other impressive numbers:

- 107 summer reading signups
- 80 new cards (on a good day Downtown does maybe 20)
- 20 new Friends members
- 43 individuals interested in buying a brick during phase II
- 6 individuals wrote checks for \$100 to get their names on the fireplace wall

B. The virtual branch meets the definition of a welcoming place

C. People receive service at the level they need and want

The Reference Department at the Downtown Branch answers questions that are sent to the library by local patrons and from people all over the world. Currently we get about 35 ERef questions per month (eref@santacruzpl.org). Local patrons tend to ask questions about their library account or materials they wish us to acquire. People from outside our area email us with questions regarding local history, genealogy, newspaper articles and other locally related questions. Recently, one of our reference staff worked

with a TV producer in Britain for newspaper articles about a 1970's serial killer in Santa Cruz. He found the newspaper articles indexed on our Newspaper Clipping File database. Our Webmaster estimates that the Newspaper Clipping File index gets approximately 2500 hits per month.

5. FINANCIAL SUSTAINABILITY

A. The Library System maintains a healthy and stable financial position

Fourth quarter sales tax receipts indicate an unexpected increase of about \$128,000 for SCPL.

B. There is adequate, stable and diverse funding to finance ongoing operations, key strategic initiatives and capital projects.

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.

Teresa continues to work closely with HR on the transition process.

6. ORGANIZATIONAL READINESS

A. Staff receives adequate training to do their jobs effectively.

B. SCPL is committed to developing current library staff to become tomorrow's library leaders.

Kari Gunn, Heather Norquist, , and Lauren Suhd attended the follow-up session for Leading From Any Position in Oakland on June 6. They are working with Cheryl Gould on how to share what they've learned with the rest of the SCPL staff.

Two staff applied and two were accepted into the Eureka Leadership Institute. Congratulations to Deborah Lipoma and Brenda McIlroy. The [California State Library](#), in partnership with [Infopeople](#) offers this program designed for professional librarians with between three and ten years of professional library experience. Each year, 32 people from libraries throughout California are selected, through a competitive application process, to take part in an intensive week-long training event. The dates for the 2011 Institute are September 21-26, 2011.

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.

	Circulation		%change	Business*		%change	Reference/info		%change	Visitors		%change
	FY0910	FY1011		FY0910	FY1011		FY0910	FY1011		FY0910	FY1011	
July												
Aptos	20850	20321	-2.5%	50334	47311	-6.0%	3139	4684	49%	12,585	10,134	-19%
Boulder Creek	3462	3075	-11.2%	10470	9152	-12.6%	71	295	315%	4,151	1,971	-53%
Branchforte	6716	6152	-8.4%	21789	18285	-16.1%	3276	732	-78%	6,006	4,762	-21%
Capitola	9169	9711	5.9%	24244	25497	5.2%	1998	1469	-26%	5,821	5,133	-12%
Central	44612	42850	-3.9%	99046	90160	-9.0%	12081	5399	-55%	31,432	29,752	-5%
Felton	2531	2031	-19.8%	9064	6417	-29.2%	173	511	195%	1,728	1,202	-30%
Garfield Park	3643	2265	-37.8%	11154	7463	-33.1%	546	442	-19%	3,229	1,945	-40%
La Selva Beach	979	1005	2.7%	3609	2273	-37.0%	53		-100%	1,109	1,532	38%
Live Oak	12835	13313	3.7%	32510	22505	-30.8%	1570		-100%	9,870	6,792	-31%
Scotts Valley	17308	18018	4.1%	40942	39757	-2.9%	2760	2622	-5%	11,409	11,261	-1%
Outreach	3245	2677	-17.5%	7421	6304	-15.1%	2747	1278	-53%	na	994	na
TOTAL	125350	121418	-3.1%	310583	275124	-11.4%	28415	17433	-39%	87,340	75,477	-14%
August												
Aptos	21655	20095	-7.2%	50085	47281	-5.6%	3139	4684	49%	11,242	11,252	0%
Boulder Creek	4161	3364	-19.2%	10587	9752	-7.9%	49	295	501%	4188	2347	-44%
Branchforte	7805	5640	-27.7%	20027	17721	-11.5%	3276	732	-78%	5862	4607	-21%
Capitola	10607	8642	-18.5%	25134	24718	-1.7%	1887	1469	-22%	5256	5244	0%
Central	43409	43072	-0.8%	100246	84348	-15.9%	12081	5399	-55%	32012	29191	-9%
Felton	1959	1580	-19.3%	6972	5891	-15.5%	156	511	228%	1396	966	-31%
Garfield Park	3141	2695	-14.2%	9876	8223	-16.7%	546	442	-19%	2916	2472	-15%
La Selva Beach	771	945	22.6%	2791	2381	-14.7%	53		-100%	760	1,279	68%
Live Oak	13221	13129	-0.7%	32495	23534	-27.6%	1936	2622	-100%	9444	10975.5	16%
Scotts Valley	16444	16380	-0.4%	36603	38713	0.3%	2760		-5%	10639	10232	-4%
Outreach	3235	2809	-13.2%	6972	4465	-36.0%	2747	1278	-53%	na	928	na
TOTAL	126409	118351	-6.4%	303788	267027	-12.1%	28630	17433	-39%	83715	79493.5	-5%

*Defined as check ins/checkout outside route

	Circulation		%change	Business*		%change	Reference/info		%change	Visitors		%change
	FY0910	FY1011		FY0910	FY1011		FY0910	FY1011		FY0910	FY1011	
January												
Apos	20228	19197	-5.1%	46421	32045	-31.0%	3401	4043	18.9%	11,305	11,330	0.2%
Boulder Creek	3141	3457	10.1%	9193	9868	7.3%	182	234	28.6%	1,648	2,089	26.8%
Branchforte	6898	5203	-24.6%	19227	11551	-39.9%	849	1209	42.4%	5,569	4,964	-10.9%
Capitola	8549	7827	-8.4%	22718	15130	-33.4%	1668	2552	53.0%	4,873	5,659	16.1%
Central	48661	43908	-9.8%	107671	67347	-37.5%	11154	12848	15.2%	31,611	31,819	0.7%
Felton	1784	1736	-2.7%	6497	5751	-11.5%	178	143	-19.7%	1,461	1,071	-26.7%
Garfield Park	2681	2173	-18.9%	6062	7078	17.0%	503	303	-37.8%	1,461	2,647	81.9%
La Selva Beach	784	1018	29.8%	2665	2143	-19.6%	104	303	191.7%	752	1,141	51.7%
Live Oak	14045	14161	0.8%	34508	23909	-30.7%	3124	3354	7.4%	9,482	10,761	13.5%
Scotts Valley	17080	14863	-13.0%	38749	27372	-29.4%	2834	6249	120.5%	11,258	10,114	-10.2%
Outreach	2419	2808	16.1%	6054	6180	2.1%	2799	2747	-1.8%	800	1,824	128.0%
TOTAL	126270	116351	-7.9%	301765	208374	-30.9%	26796	34376	28.3%	81,362	83,419	2.5%
February												
Apos	19120	19197	0.4%	45071	32045	-28.9%	3401	4043	18.9%	10,797	11,009	2.0%
Boulder Creek	2968	3457	16.5%	8932	9868	10.5%	182	234	28.6%	1,794	2,082	16.1%
Branchforte	5857	5203	-11.2%	17982	11551	-35.8%	849	1209	42.4%	4,873	5,331	9.4%
Capitola	8433	7827	-7.2%	23032	15130	-34.3%	1668	2552	53.0%	5,103	5,409	6.0%
Central	43293	43908	1.4%	98941	67347	-31.9%	11154	12848	15.2%	30,157	28,353	-6.0%
Felton	1545	1736	12.4%	5882	5751	-2.2%	178	143	-19.7%	1,230	1,286	4.6%
Garfield Park	2570	2173	-15.4%	7805	7078	-9.3%	503	303	-37.8%	2,147	2,785	29.7%
La Selva Beach	689	1018	47.8%	2478	2143	-13.5%	104	303	191.7%	690	1,286	86.4%
Live Oak	11664	14161	21.4%	30495	23909	-21.6%	3124	3354	7.4%	9,135	9,602	5.1%
Scotts Valley	15676	14863	-5.2%	37026	27372	-26.1%	2834	6249	120.5%	10,385	9,918	-4.5%
Outreach	1879	2808	49.4%	3214	2135	-33.6%	2799	2747	-1.8%	980	1,559	59.1%
TOTAL	113694	116351	2.3%	280858	204329	-27.2%	26796	34376	28.3%	77,291	78,620	1.7%
note: Circulation includes self check but business does not Business is a measure of staff workload.												
Circulation												
March	FY0910	FY1011	%change	FY0910	FY1011	%change	FY0910	FY1011	%change	FY0910	FY1011	%change
Apos	21408	18092	-15.5%	51024	29632	-41.9%	3401	4043	18.9%	12,779	13,201	3%
Boulder Creek	3676	3069	-16.5%	10469	8043	-23.2%	182	234	28.6%	2,338	2,705	16%
Branchforte	5979	5582	-6.6%	18770	11226	-40.2%	849	1209	42.4%	5,358	5,708	7%
Capitola	8760	7883	-12.3%	25078	14563	-42.7%	1668	2552	53.0%	5,104	5,865	15%
Central	45936	38804	-15.5%	106284	61566	-42.1%	11154	12848	15.2%	32,631	33,995	4%
Felton	1832	1650	-9.9%	6980	5350	-23.4%	178	143	-19.7%	1,107	1,132	2%
Garfield Park	3488	2067	-40.7%	10276	6669	-35.1%	503	693	37.8%	3,224	3,267	1%
La Selva Beach	747	1014	35.7%	2876	2253	-21.7%	104	303	191.7%	758	1,453	92%
Live Oak	13334	12409	-6.9%	34789	21131	-39.3%	3124	3354	7.4%	11,274	9,762	-13%
Scotts Valley	18253	13923	-23.7%	43059	25142	-41.6%	2834	6249	120.5%	12,447	9,380	-25%
Outreach	2216	2885	30.2%	3942	2130	-46.0%	2799	2747	-1.8%	1,126	1,806	60%
TOTAL	125629	107178	-14.7%	313547	187505	-40.2%	26796	34376	28.3%	88,146	88,273	0%
note: Circulation includes self check but business does not Business is a measure of staff workload.												

	Circulation			Business*			Reference/info			Visitors		
	FY0910	FY1011	%change	FY0910	FY1011	%change	FY0910	FY1011	%change	FY0910	FY1011	%change
April	19434	18177	-6.5%	45604	31620	-30.7%	3402	3003	-11.7%	10,818	10695	-1.1%
Aptos	3140	2870	-8.6%	9201	6794	-26.2%	182	277	52.2%	2,799	2,082	-25.6%
Boulder Creek	5661	4861	-13.9%	17491	12208	-30.2%	849	754	-11.2%	6,995	5,113	-26.9%
Branchiote	8474	7038	-16.9%	23112	14556	-37.0%	1668	2279	36.6%	5,482	5,185	-5.4%
Capitola	43203	36972	-14.4%	93354	61166	-34.5%	1154	13047	17.0%	30,973	28377	-8.4%
Central	1864	1497	-19.7%	6373	4444	-30.3%	178	95	-46.5%	1,467	1,082	-26.2%
Felton	2433	1919	-21.1%	7826	5370	-31.4%	503	381	-24.2%	2,257	2,629	16.5%
Garfield Park	814	969	17.8%	2802	2308	-17.6%	104	212	103.8%	707	1,188	68.0%
La Selva Beach	12263	11989	-2.2%	27666	21505	-22.3%	3124	2795	-10.5%	9,251	8,424	-8.9%
Live Oak	16526	13507	-18.3%	38052	26176	-33.8%	2951	5729	94.1%	10,429	9,165	-12.1%
Scotts Valley	2178	2676	22.9%	3705	2579	-30.4%	2232	3272	46.6%	1,050	1,844	75.6%
Outreach	116010	102495	-11.6%	275166	187729	-31.8%	26347	31844	20.9%	82,227	75,784	-7.8%
TOTAL												
note: Circulation includes self check but business does not Business is a measure of staff workload												
	Circulation			Business*			Reference/info			Visitors		
	FY0910	FY1011	%change	FY0910	FY1011	%change	FY0910	FY1011	%change	FY0910	FY1011	%change
May	18,414	15,617	-15.2%	44,312	32,061	-27.6%	3,402	3,003	-11.7%	9,775	11,001	12.5%
Aptos	2,677	3,074	14.8%	8,246	6,230	-24.4%	182	277	52.2%	1,618	2,236	38.2%
Boulder Creek	5,299	5,075	-4.2%	16,396	11,662	-28.9%	849	754	-11.2%	5,119	5,300	3.5%
Branchiote	8,000	7,270	-9.1%	21,739	14,015	-35.5%	1,668	2,279	36.6%	5,006	4,605	-8.0%
Capitola	37,809	39,647	4.9%	94,923	60,208	-36.6%	11,154	13,047	17.0%	28,690	30,087	4.9%
Central	1,587	2,122	33.7%	5,311	5,193	-2.2%	178	95	-46.5%	1,123	1,359	21.0%
Felton	2,345	1,875	-20.0%	7,482	4,960	-33.7%	503	381	-24.2%	1,942	2,202	13.4%
Garfield Park	695	1,023	47.2%	2,358	2,344	-0.6%	104	212	103.8%	194	1,282	560.8%
La Selva Beach	12,042	13,706	13.8%	20,538	22,466	9.4%	3,124	2,795	-10.5%	8,817	10,740	21.8%
Live Oak	15,425	10,295	-33.3%	36,039	18,561	-48.4%	2,951	5,729	94.1%	9,031	8,726	-3.4%
Scotts Valley	2,869	2,674	-6.8%	6,520	2,096	-67.9%	2,232	3,272	46.6%	1,113	1,282	15.2%
Outreach	107,162	102,378	-4.5%	263,864	179,826	-31.8%	26,347	31,844	20.9%	72,428	78,820	8.8%
TOTAL												

	Circ/Open Hour			Busyness/Open Hour			Refinfo/Open Hour			Visits/Open Hour		
	FY09/10	FY10/11	%change	FY09/10	FY10/11	%change	FY09/10	FY10/11	%change	FY09/10	FY10/11	%change
July												
Aptos	150	147	-3%	363	341	-6%	25	28	16%	98	73	-26%
Boulder Creek	67	15	-78%	201	44	-78%	1	3	119%	86	9	-89%
Branchforte	111	101	-8%	359	301	-16%	59	9	-84%	107	78	-27%
Capitola	106	112	6%	280	294	5%	25	15	-38%	73	59	-19%
Central	257	247	-4%	571	520	-9%	76	27	-65%	196	172	-13%
Felton	73	59	-20%	261	166	-29%	5	8	45%	54	35	-36%
Garfield Park	20	44	118%	215	147	-33%	11	6	-50%	67	37	-44%
La Selva Beach	28	17	-41%	104	37	-64%	2	0	-100%	35	25	-27%
Live Oak	106	110	4%	268	185	-31%	14	0	-100%	88	56	-36%
Scotts Valley	125	130	4%	295	287	-3%	22	18	-17%	89	81	-9%
TOTAL	1083	980	-10%	2918	2339	-20%	240	114	-52%	894	626	-30%
August												
Aptos	166	145	-7%	361	341	-6%	25	28	16%	88	81	-8%
Boulder Creek	80	16	-80%	204	47	-77%	1	3	217%	87	11	-87%
Branchforte	129	93	-28%	330	292	-12%	59	9	-84%	105	76	-27%
Capitola	122	100	-19%	290	286	-2%	25	15	-38%	66	61	-8%
Central	250	248	-1%	578	487	-16%	76	27	-65%	200	168	-16%
Felton	57	46	-19%	201	170	-16%	5	8	61%	44	28	-36%
Garfield Park	60	52	-14%	190	158	-17%	11	6	-50%	61	48	-22%
La Selva Beach	22	16	-30%	81	39	-51%	2	0	-100%	24	21	-11%
Live Oak	109	108	-1%	268	194	-28%	14	0	-100%	84	90	7%
Scotts Valley	119	118	0%	278	279	0%	22	18	-17%	83	74	-11%
TOTAL	1104	942	-15%	2781	2292	-18%	240	114	-52%	841	658	-22%
Sept												
Aptos	148	134	-9%	340	282	-17%	25	28	14%	91	67	-27%
Boulder Creek	68	14	-80%	193	41	-79%	1	3	224%	41	9	-78%
Branchforte	98	92	-7%	295	284	-4%	59	9	-84%	95	79	-17%
Capitola	104	94	-9%	281	261	-7%	25	15	-38%	69	55	-20%
Central	241	232	-4%	543	410	-24%	76	27	-65%	199	159	-20%
Felton	67	48	-29%	221	159	-28%	5	8	57%	40	36	-11%
Garfield Park	65	49	-24%	192	145	-24%	11	6	-48%	40	38	-5%
La Selva Beach	23	12	-50%	86	31	-64%	2	0	-100%	29	16	-43%
Live Oak	104	103	-1%	250	174	-30%	14	0	-100%	85	58	-32%
Scotts Valley	120	115	-4%	278	265	-5%	22	18	-19%	79	77	-2%
TOTAL	1088	893	-13.98%	2680	2052	-23%	240	114	-52%	768	594	-23%
Oct												
Aptos	144	128	-11%	338	207	-39%	16	26	63%	81	69	-15%
Boulder Creek	64	24	-63%	198	106	-47%	14	3	-82%	47	15	-69%
Branchforte	119	83	-31%	341	218	-36%	29	4	-87%	107	66	-38%
Capitola	107	90	-16%	288	233	-19%	13	18	42%	61	56	-8%
Central	247	215	-13%	563	318	-44%	70	51	-28%	225	145	-35%
Felton	59	34	-42%	200	86	-57%	18	4	-79%	50	18	-64%
Garfield Park	56	36	-36%	173	88	-49%	27	3	-89%	50	34	-33%
La Selva Beach	24	12	-52%	89	31	-65%	1	4	293%	26	16	-39%
Live Oak	104	102	-3%	255	165	-35%	13	22	65%	78	75	-3%
Scotts Valley	123	103	-16%	281	219	-22%	24	35	46%	79	67	-15%
TOTAL	1047	826	-21%	2726	1670	-413%	225	168	-25%	803	560	-30%

	Circ/Open Hour			Busyness/Open Hour			Ref/Info/Open Hour			Visits/Open Hour		
	FY09/10	FY10/11	%change	FY09/10	FY10/11	%change	FY09/10	FY10/11	%change	FY09/10	FY10/11	%change
Nov	115	117	1%	278	205	-26%	16	26	63%	90	84	-6%
Aplos	53	39	-26%	161	107	-33%	14	3	-82%	42	24	-42%
Boulder Creek	89	65	-27%	285	168	-39%	29	4	-87%	100	59	-41%
Branchforte	79	79	0%	220	220	0%	13	18	42%	65	48	-26%
Capitolia	211	201	-5%	478	317	-34%	70	51	-28%	185	132	-29%
Central	44	28	-36%	147	90	-39%	18	4	-79%	47	16	-66%
Fellton	49	26	-46%	147	93	-37%	27	3	-89%	64	25	-60%
Garfield Park	21	15	-29%	70	37	-47%	1	4	293%	26	27	2%
La Salva Beach	97	102	5%	234	167	-29%	13	22	65%	90	77	-14%
Live Oak	96	78	-18%	228	191	-16%	24	35	46%	86	72	-16%
Scotts Valley	855	750	-12%	2228	1595	-28%	225	168	-25%	795	565	-29%
TOTAL												
Dec (closed 1 wk)												
Aplos	169	100	-41%	408	182	-55%	16	26	63%	100	54	-46%
Boulder Creek	70	35	-50%	214	94	-56%	14	3	-82%	39	21	-47%
Branchforte	103	60	-42%	339	139	-59%	29	4	-87%	102	57	-44%
Capitolia	108	60	-45%	326	154	-53%	13	18	42%	59	42	-30%
Central	305	183	-40%	700	307	-56%	70	51	-28%	193	126	-35%
Fellton	69	23	-66%	235	78	-67%	18	4	-79%	54	15	-73%
Garfield Park	64	27	-58%	206	92	-56%	27	3	-89%	56	38	-32%
La Salva Beach	27	11	-60%	100	30	-70%	1	4	293%	26	18	-30%
Live Oak	135	94	-31%	333	158	-53%	13	22	65%	97	65	-33%
Scotts Valley	136	90	-34%	328	178	-46%	24	35	46%	91	55	-39%
TOTAL	1186	683	-42%	3189	1412	-56%	225	168	-25%	817	412	-50%
January												
Aplos	146	117	-20%	335	195	-42%	25	25	0%	82	69	-16%
Boulder Creek	60	38	-37%	177	108	-39%	4	3	-27%	32	23	-28%
Branchforte	114	67	-41%	317	148	-53%	14	16	11%	92	64	-31%
Capitolia	99	82	-17%	282	159	-39%	19	27	39%	56	59	6%
Central	281	216	-23%	621	331	-47%	64	63	-2%	182	155	-14%
Fellton	51	27	-48%	187	88	-53%	5	2	-57%	42	16	-61%
Garfield Park	52	28	-46%	155	91	-41%	10	9	-8%	50	34	-32%
La Salva Beach	23	17	-26%	77	35	-54%	3	5	67%	22	19	-13%
Live Oak	116	109	-6%	284	194	-35%	26	26	0%	79	83	6%
Scotts Valley	123	101	-18%	279	186	-34%	20	42	108%	81	69	-15%
TOTAL	1064	800	-25%	2695	1525	-43%	190	217	14%	717	592	-17%
February												
Aplos	138	117	-15%	325	195	-40%	25	25	0%	78	67	-14%
Boulder Creek	57	38	-33%	172	108	-37%	4	3	-27%	35	23	-34%
Branchforte	97	67	-31%	296	146	-50%	14	16	11%	80	68	-15%
Capitolia	97	82	-16%	266	159	-40%	19	27	39%	59	57	-4%
Central	250	216	-14%	571	331	-42%	64	63	-2%	174	139	-20%
Fellton	45	27	-40%	170	88	-48%	5	2	-57%	35	36	4%
Garfield Park	49	28	-44%	150	91	-40%	10	9	-8%	41	36	-14%
La Salva Beach	20	17	-16%	71	36	-51%	3	5	67%	20	21	7%
Live Oak	96	109	13%	251	184	-27%	26	26	0%	75	74	-2%
Scotts Valley	113	101	-11%	267	186	-30%	20	42	108%	75	67	-10%
TOTAL	962	800	-17%	2539	1525	-40%	190	217	14%	672	572	-15%

	Circ/Open Hour			Busyness/Open Hour			Ref/Info/Open Hour			Visits/Open Hour		
	FY09/10	FY10/11	%change	FY09/10	FY10/11	%change	FY09/10	FY10/11	%change	FY09/10	FY10/11	%change
March												
Aptos	154	110	-29%	368	180	-51%	25	25	0%	92	80	-13%
Boulder Creek	71	34	-52%	201	88	-56%	4	3	-27%	45	30	-34%
Brandiforte	99	72	-27%	309	144	-53%	14	16	11%	88	73	-17%
Capitola	101	81	-20%	289	151	-48%	19	27	39%	59	62	4%
Central	265	191	-28%	613	302	-51%	64	63	-2%	188	167	-11%
Felton	53	25	-52%	201	82	-59%	5	2	-57%	32	17	-45%
Garfield Park	67	27	-60%	198	86	-57%	10	9	-8%	62	42	-32%
La Selva Beach	22	17	-22%	83	37	-55%	3	5	67%	22	24	10%
Live Oak	110	95	-13%	287	163	-43%	26	26	0%	93	75	-19%
Scotts Valley	132	95	-28%	311	171	-45%	20	42	108%	90	64	-29%
TOTAL	1073	745	-31%	2860	1403	-51%	190	217	14%	771	634	-18%
April												
Aptos	140	110	-21%	329	192	-42%	25	18	-26%	78	65	-17%
Boulder Creek	60	32	-48%	177	75	-58%	4	3	-13%	54	23	-57%
Brandiforte	94	63	-33%	288	157	-46%	14	10	-31%	115	66	-43%
Capitola	98	74	-24%	267	153	-43%	19	24	24%	63	54	-14%
Central	249	182	-27%	539	300	-44%	64	64	0%	179	139	-22%
Felton	54	23	-57%	184	68	-63%	5	1	-71%	42	17	-61%
Garfield Park	47	25	-47%	151	69	-54%	10	5	-49%	43	34	-22%
La Selva Beach	23	16	-33%	81	38	-53%	3	3	16%	20	20	0%
Live Oak	101	92	-9%	228	165	-27%	26	22	-17%	76	65	-15%
Scotts Valley	119	92	-23%	274	171	-38%	21	39	83%	75	62	-17%
TOTAL	985	707	-28%	2517	1398	-45%	190	189	-1%	747	544	-27%
May												
Aptos	133	95	-29%	320	195	-39%	25	18	-26%	70	67	-5%
Boulder Creek	51	19	-64%	159	38	-76%	4	2	-52%	31	14	-56%
Brandiforte	87	31	-65%	270	71	-74%	14	5	-67%	84	32	-62%
Capitola	92	44	-52%	251	85	-66%	19	14	-28%	58	28	-52%
Central	218	241	10%	548	366	-33%	64	79	23%	166	183	10%
Felton	46	13	-72%	153	32	-79%	5	1	-89%	32	8	-75%
Garfield Park	45	11	-75%	144	30	-79%	10	2	-76%	37	13	-64%
La Selva Beach	20	6	-69%	68	14	-79%	3	1	-57%	6	8	39%
Live Oak	99	83	-16%	169	136	-19%	26	17	-34%	73	65	-10%
Scotts Valley	111	63	-44%	260	113	-57%	21	35	63%	65	53	-19%
TOTAL	903	605	-33%	2341	1079	-54%	190	174	-9%	622	471	-24%

10/11 SELF CHECKOUT

JULY								
	#1	#2	#3	#4	#5	#6	TOTAL	% Circ
Aptos	2270						2,270	11%
Boulder Creek							0	0%
Branciforte							0	0%
Capitola							0	0%
Central	3725	1187					4,912	11%
Felton							0	0%
Garfield Park							0	0%
La Selva Beach	803						803	80%
Live Oak	4036	3365	3601				11,002	83%
Scotts Valley	1861						1,861	10%
Subtotal							20,848	17%
AUGUST								
	#1	#2	#3	#4	#5	#6	TOTAL	% Circ
Aptos	2298						2,298	11%
Boulder Creek							0	0%
Branciforte							0	0%
Capitola							0	0%
Central	12009	3438					15,447	36%
Felton							0	0%
Garfield Park							0	0%
La Selva Beach	795						795	84%
Live Oak	4867	3514	3696				12,077	92%
Scotts Valley	1675						1,675	10%
Subtotal							32,292	27%
SEPTEMBER								
	#1	#2	#3	#4	#5	#6	TOTAL	% Circ
Aptos	2792	1374	1360				5,526	30%
Boulder Creek							0	0%
Branciforte							0	0%
Capitola							0	0%
Central	8329	3984	4524	3794			20,631	51%
Felton							0	0%
Garfield Park							0	0%
La Selva Beach	607						607	86%
Live Oak	4351	3000	3068				10,419	83%
Scotts Valley	1981						1,981	12%
Subtotal							39,164	34%
OCTOBER								
	#1	#2	#3	#4	#5	#6	TOTAL	% Circ
Aptos	4238	3556	4466				12,260	63%
Boulder Creek							0	0%
Branciforte							0	0%
Capitola							0	0%
Central	7047	6743	9340	4130			27,260	67%
Felton							0	0%
Garfield Park							0	0%
La Selva Beach	514						514	72%

10/11 SELF CHECKOUT

Live Oak	4427	2955	3441				10,823	85%
Scotts Valley	2951	507	783				4,241	29%
Subtotal							55,098	49%
NOVEMBER								
	#1	#2	#3	#4	#5	#6	TOTAL	% Circ
Aptos	4716	3470	4790				12,976	67%
Boulder Creek							0	0%
Branciforte	1406	1578					2,984	59%
Capitola							0	0%
Central	6109	7211	10062	5016			28,398	69%
Felton							0	0%
Garfield Park							0	0%
La Selva Beach	692						692	76%
Live Oak	4502	3950	2835				11,287	85%
Scotts Valley	3625	2269	3127				9,021	78%
Subtotal							65,358	60%
DECEMBER								
	#1	#2	#3	#4	#5	#6	TOTAL	% Circ
Aptos	4303	2906	5069				12,278	75%
Boulder Creek							0	0%
Branciforte	1534	2294					3,828	82%
Capitola	1655	1464					3,119	55%
Central	4817	6631	10359	3851			25,658	69%
Felton							0	0%
Garfield Park							0	0%
La Selva Beach	535						535	82%
Live Oak	4314	3286	2452				10,052	82%
Scotts Valley	3199	1979	2723				7,901	60%
Subtotal							63,371	64%
JANUARY								
	#1	#2	#3	#4	#5	#6	TOTAL	% Circ
Aptos	4709	3677	6262				14,648	76%
Boulder Creek							0	0%
Branciforte	1646	2474					4,120	79%
Capitola	3021	3210					6,231	80%
Central	4905	7603	12437	5314			30,259	69%
Felton							0	0%
Garfield Park							0	0%
La Selva Beach	804						804	79%
Live Oak	4908	3829	3230				11,967	85%
Scotts Valley	3670	2565	3708				9,943	67%
Subtotal							77,972	67%
FEBRUARY								
	#1	#2	#3	#4	#5	#6	TOTAL	% Circ
Aptos	4709	3677	6262				14,648	76%
Boulder Creek							0	0%
Branciforte	1646	2474					4,120	79%
Capitola	3021	3210					6,231	80%

10/11 SELF CHECKOUT

Central	4905	7603	12437	5314				30,259	69%
Felton								0	0%
Garfield Park								0	0%
La Selva Beach	804							804	79%
Live Oak	4908	3829	3230					11,967	85%
Scotts Valley	3670	2565	3708					9,943	67%
Subtotal								77,972	67%
MARCH									
	#1	#2	#3	#4	#5	#6		TOTAL	% Circ
Aptos	4603	3345	5944					13,892	77%
Boulder Creek	867	1						868	28%
Branciforte	2092	2369						4,461	80%
Capitola	2991	3190						6,181	80%
Central	3933	6749	11188	5128				26,998	70%
Felton								0	0%
Garfield Park								0	0%
La Selva Beach	815							815	80%
Live Oak	4380	3686	2595					10,661	86%
Scotts Valley	3555	2287	3378					9,220	66%
Subtotal								73,096	68%
APRIL									
	#1	#2	#3	#4	#5	#6	YP #20	TOTAL	% Circ
Aptos	4526	3317	6282					14,125	78%
Boulder Creek	1702	520						2,222	77%
Branciforte	1760	2090						3,850	79%
Capitola	2595	2994						5,589	79%
Central	3367	6247	10990				5228	25,832	70%
Felton	1027							1,027	69%
Garfield Park	679	557						1,236	64%
La Selva Beach	792							792	83%
Live Oak	3939	3704	2463					10,106	84%
Scotts Valley	3248	2602	3483					9,333	69%
Subtotal								74,112	72%
MAY									
	#1	#2	#3	#4	#5	#6	YP #20	TOTAL	% Circ
Aptos	4505	3161	6532					14,198	91%
Boulder Creek	1636	821						2,457	80%
Branciforte	2344	1893						4,237	83%
Capitola	2670	3150						5,820	80%
Central	3769	6852	11595				5579	27,795	70%
Felton	1419							1,419	67%
Garfield Park	671	506						1,177	63%
La Selva Beach	800							800	78%
Live Oak	5068	4192	2658					11,918	87%
Scotts Valley	2095	1708	2754					6,557	64%
Subtotal	24977	22283	23539	0	0	0	5579	76378	75%



Teresa Landers <landerst@santacruzpl.org>

[CSL_Info] _update: Certification of Population Figures for PLF

Maginnity, Gerald <gmaginnity@library.ca.gov>

Tue, Jun 7, 2011 at 4:08 PM

To: csl_info@lists.infopeople.org

TO: Library Directors

We have received questions about the recent Certification of Population Figures for Use in 2011-12 Public Library Fund (PLF) Allocations.

A strange thing happened to the numbers over the last year. In the months after their certification was published last year on May 1, 2010, the California Department of Finance updated their data to reflect the 2010 Census results. In most cases this lowered the population estimates. Their data released in May 2011 reflects those changes.

Given this modification, the figures we used for this year's certification show a decrease for California's total population of 1,137,324 from 2010 to 2011 and only 37 library jurisdictions show increased populations in 2011.

Are you all really serving less people than last year? Absolutely not. But we still have to adhere to Section 18021 of the California Education Code which specifies how population figures are to be determined for use in Public Library Fund allocations. Since the Census modifications were applied uniformly across California, your PLF portions should not be adversely affected.

Hope this helps.

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SCPL 2011 - 206,455

SCPL 2010 212,144

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