



LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, December 5, 2011
Downtown Branch Community Meeting Room
224 Church Street, Santa Cruz

- 6:00 PM CLOSED SESSION -
 Labor Negotiations (Government Code §69967.6) and
 Library Staffing, Transition Up-date
- Teresa Landers, Library Director
 Lisa Sullivan, Administrative Services 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 DECEMBER 5, 2011
 3. APPROVE MINUTES OF NOVEMBER 7, 2011
 4. ORAL COMMUNICATIONS
 5. CONSENT AGENDA
 - A. Holiday early closure
 - B. 2012 Board Meeting Schedule
 - C. Meeting Room Policy – minor revisions

6. WRITTEN COMMUNICATIONS

- A. Articles about Santa Cruz and California Libraries (PG102-115.)
- B. Patron Written Comments (PG116-119.)
- C. Articles on Libraries Nation Wide (PG120-129.)
- D. Report on Big Read (PG130-135.)

7. REPORTS OF ADVISORY BODIES

- A. Friends of the Santa Cruz Libraries, Inc. (oral)
- B. Finance Committee Report (oral)

8. MEMBER REPORTS

- A. Capitola Report (Storey)

9. STAFF REPORTS

- A. Monthly Narrative Reports November 2011 (PG16-19.)
- B. Monthly Statistical Report – October (PG20-24.)
- C. Mid year budget adjustment review (PG25-26.)
October Financials (PG27-36.)
- D. Library Audit (PG37-75.)
- E. ILS update (oral)
- F. Update on transition (oral)
- G. Facilities Planning (PG76-94.)

10. OTHER BUSINESS

- A. Parking Lot Review
- B. Appointment of citizen member: Presentations by candidates (PG95-101.)

11. NEXT MEETING

The next regularly scheduled meeting is Monday, January 9, 2011 at 6:30 p.m.

12. ADJOURN

The Library Joint Powers Authority Board will adjourn from the regularly scheduled meeting of Monday, December 5 to the next regularly scheduled public meeting on Monday January 9 at 6:30 pm in the Community Meeting Room of the Central Branch Library.

JPB AGENDA
December 5, 2011

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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 subfinders@santacruzpl.org.

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SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

Central Branch Community Meeting Room
224 Church Street, Santa Cruz

November 7, 2011

6:30 PM PUBLIC MEETING

Chair Gorson reported to the public on the closed session meeting on October 24. There were no reportable actions. The Board received input from the Labor negotiators and gave direction.

I. ROLL CALL

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

Absent: Councilmember Sam Storey

Staff: Teresa Landers, Director of Libraries

II. APPROVAL OF MEETING AGENDA OF November 7, 2011

Councilmember Terrazas moved, seconded by Supervisor Pirie

That the Board approve the Agenda of November 7, 2011

UNAN

Absent: Storey

III. APPROVE MINUTES OF October 3, 2011

Supervisor Pirie moved, seconded by Councilmember Terrazas

That the Board approve the Minutes of October 3, 2011

**UNAN
Absent: Storey**

IV. ORAL COMMUNICATIONS

A member of the public commented on the changes in the new catalog. Director Landers gave a brief response regarding the ILS.

Director Landers announced the appointment of two members of the staff to the following new positions:

Emily Galli - Manager of System Services and Support;
Gale Farthing - Onsite Services Manager.

V. WRITTEN COMMUNICATIONS

- A. Articles About Santa Cruz and California Libraries
- B. Patron Written Comments
- C. Articles on Libraries Nation Wide

VI. REPORTS OF ADVISORY BODIES

- A. Friends of the Santa Cruz Public Libraries (oral)
Sharon Maxwell distributed copies of the First Annual Report 2011. She also reported on the Friends' involvement with the Big Read Project featuring Edgar Allan Poe. The Big Read Project was funded by a grant from the NEA and donations from the Friends.
The Friends' Annual Booksale will take place on November 18 and 19 at the Civic Auditorium.
- B. Finance Committee Oral Report
No Finance Committee Meeting – no report

VII. MEMBER REPORTS

- A. Capitola Report (Storey)

No updates to report since Councilmember Storey was absent. Director Landers reported that it is her understanding that Capitola is awaiting the decision from the State on the RDA.

VIII. STAFF REPORTS

- A. Monthly Narrative Reports- October 2011
- B. Monthly Statistical Report- September 2011
- C. September Financials
Director Landers reported on the current financial status of the library and the Board reviewed revenues, expenditures and cash flow for the library system.
- D. ILS update (oral)
Director Landers reported on the migration to the new ILS. Classes on the use of the new catalog are being offered.
- D. Update on Transition (oral)
Director Landers reported that excellent progress is being made which includes the creation of 7 transition teams consisting of staff members.
- E. Performance indicators for new service model
The Board discussed the final report.

Councilmember Terrazas moved, seconded by Citizenmember Poitinger

That the Board approve the Performance indicators.

**UNAN
Absent: Storey**

IX. OTHER BUSINESS

- A. Parking Lot Review (no pending items)
- B. Appointment of citizen member.
No applications have been received at this time and another release will go out. The deadline for applications is November 29, 2011.

X. NEXT MEETING

The next regularly scheduled meeting is Monday, December 5, 2011 at 6:30 pm.

XI. ADJOURN

The regular meeting adjourned at 7:15 p.m.

November 7, 2011


Respectfully submitted,

Helga Smith, Clerk of the Board

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

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STAFF REPORT

DATE: November 22, 2011
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries 
RE: Christmas and New Year's Eves Early Closure

RECOMMENDATION: The LJPB approve special hours for Saturday December 24 and Saturday December 31 as indicated in the chart.

SUMMARY

Before 2009, the Library regularly closed early on Christmas and New Year's Eves. The schedule below is recommended for December 2011.

BACKGROUND

In December 2009, the Library was closed the week leading up to Christmas. New Year's Day was a Friday, which was a furlough day and the libraries were closed. The closed day for the holiday itself was, therefore, Thursday, which was New Year's Eve.

In December 2010, the Library did not close for a full week. Since Christmas and New Year's were Saturdays, Friday was the official holiday. Since Friday was a furlough day, the closed day for each holiday was Thursday. Therefore, once again, on Christmas and New Year's Eves the libraries were closed.

In December 2011, the Library is, once again, not closing. This year, however, Christmas and New Year's Day are on Sunday which means the holiday closed day is Monday and, those libraries that are normally open on Saturday, are scheduled to be open regular hours on Christmas and New Year's Eve.

When Christmas and New Year's Eves fall on a Monday through Friday, the bargaining agreements provide for four hour holidays during the second half of the work shift.

DISCUSSION

It is a reasonable and an acceptable practice to close early on Christmas and New Year's Eves. In the situations where the branch is open from 1-5, it is recommended that the branch be closed. Staff would not be entitled to holiday pay for the closed time. The chart below shows each branch; its regular Saturday hours, and the recommended hours for December 2011.

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BRANCH	CURRENT SATURDAY HOURS	RECOMMENDED FOR DECEMBER 2011
Aptos	11-5	11-2
Boulder Creek	1-5	CLOSED
Branciforte	11-5	11-2
Capitola	11-5	11-2
Downtown	10-5	10-2
Felton	9-12	9-12
Garfield Park	CLOSED	CLOSED
La Selva Beach	CLOSED	CLOSED
Live Oak	CLOSED	CLOSED
Scotts Valley	1-5	CLOSED

2012 LJPB Meeting Dates: All are Mondays

January 9

February 6

March 5

April 2

May 7

June 4

July 9

August 6

September 10

October 1

November 5

December 3

STAFF REPORT

DATE: November 22, 2011
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries *TL*
RE: Meeting Room Policy- minor revisions

RECOMMENDATION: The LJPB approve the revised meeting room use policy.

SUMMARY

Two small revisions are needed in the meeting room policy

BACKGROUND

The LJPB approved a revised meeting room policy in July which took effect in September. In applying the policy two small revisions have been identified as necessary.

DISCUSSION

In consultation with the City Attorney, it has been determined that the phrase "no funds solicited" is not sufficient to prevent someone from soliciting business in the meeting room as long as the financial transaction takes place outside the meeting room. The original intent was to disallow use of the meeting room for business purposes and this change in wording is needed to clarify this original intent. It is standard for public libraries to disallow business use of its meeting room facilities.

The Library itself or the Friends are allowed to sell in the meeting rooms. This exception is needed so that events such as used book sales may occur. In addition, there are times such as author visits, when the Library or the Friends may want to sponsor the sale of books or other items related to the program. However, they may want to do this by inviting an entity such as a local bookstore to handle the sales. In these situations the seller typically gives a portion of its proceeds to the Library or the Friends. Adding the term "or their agent" clarifies that an entity other than the Library or the Friends can handle the sale.

Policy Title: Meeting Room Use

Policy Statement:

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.
5. No admission fee may be charged; no collections may be taken on the premises, no funds *or business* solicited or direct sales made except by the Library or Friends of the Library *or their agent*.
6. 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.
7. Signs, posters, displays, and decorations may be put up with prior Permission from the branch manager.

8. Loud talk or any use of the room that disturbs library staff or library patrons is prohibited.
9. 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.
10. 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.
2. No group may reserve a room more than twelve times in a single calendar year.
3. 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.
4. 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.
5. Additional fees for use of kitchenettes and equipment may apply.
6. 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
7. Keys will not be duplicated
8. The cost of replacing lost keys and/or changing locks if deemed necessary will be borne by the individual or organization renting the room
9. 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.

Adopted 2008
Revised July 2011 (effective Sept 1, 2011)
Revised December 2011

Appendix I: Branch Specifics

Groups must return any space to the condition to which they found it. Please refer to specific arrangement as posted in room. Availability of specific items is subject to change.

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

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
6 5'x3' wired tables that can be joined together

MONTHLY REPORT FOR NOVEMBER 2011

1. READING, LISTENING AND VIEWING FOR PLEASURE

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

Jeanne O'Grady did a special program about early literacy, the library, and the RTM kits for the Ben Lomond Early Head Start parents and signed them up for library cards as well.

Total attendance at La Selva Beach's preschool storytime was up from 25 in September to 62 in October (4 programs each month).

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.

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

2. LIFELONG LEARNING

A. People will have access to a relevant collection of resources in diverse formats for all ages.

B. Library users will have access to innovative and successful programming which reflects the cultural, educational and informational needs of the diverse communities served by SCPL and which will help learners of all ages to achieve their goals.

Bobbi Wolner did a booktalking program (9 titles) at Dominican Oaks for 12 Seniors. One of the nice things about this program is that participants also share titles with staff and other participants.

With the Friends of the La Selva Beach Library, LSB hosted the last class of a 6 part series on Memoir Writing taught by Gail Burk. It was a very successful series with a long waiting list. We plan to offer this class again in the spring.

The Big Read ended on November 3 with a finale at the Seymour Center. A full report on the Big Read appears as a separate document in the December LJPB monthly agenda packet. Over 3,000 people attended over 50 events involving 44 volunteers.

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.

The Library migrated to a new ILS after 25 years on the previous system which was no longer being developed or supported by the vendor. The new ILS offers much greater potential for responsiveness to the rapidly changing needs of libraries. It is open source which makes development much more under our control. Overall the transition was smooth. Any time there is a major system migration like this, there are glitches in how the data "comes over" as well in changes in functionality. Staff is working tirelessly to deal with any and all "issues". Some functionality that is most apparent to the public, will have to wait for a new release of the software scheduled for first quarter 2012. Teleservice is being evaluated for cost effectiveness and for possible development options that might reduce the cost from the initial estimate of \$40,000.

Several staff attended a demonstration of Job Scout which is a web or phone based program that will help people gain basic Internet and job hunting skills. SCPL, LA County, Yolo County and San Jose Public have all been chosen as pilot sites for this program. It is sponsored in part by the State Library in partnership with private and non-profit developers. While accessible by anyone through the Web, they are partnering with libraries to get feedback on the value of the program. If successful they hope to expand it to other topics such as Health.

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.

Outreach continues to have problems getting enough books (from books donated to the FRIENDS) for the monthly visit to the jail. The program is very much appreciated, but we never have enough books to go to both wings as we used to.

B. People will strengthen their ties with each other, the community and the library.

Bobbi Wolner attended the Memorial Service for Sue Partington who was a longtime (12 years) Bookmobile user, Book Buddy, and friend. Another Book Buddy volunteer is moving temporarily to Southern California. Bobbi will visit her homebound Book Buddy until she returns to Santa Cruz. Bobbi also met with a woman in Soquel who needs a temporary BB till she regains her health.

C. The community will recognize the value of SCPL in improving their lives and will recognize SCPL as an asset to their community.

D. Volunteers will be used effectively.

4. WELCOMING PLACE

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

The Scotts Valley Friends have begun planning for physical changes to the area behind the library so it can be used for events, sitting, etc.

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

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

5. FINANCIAL SUSTAINABILITY

A. The library system maintains a healthy and stable financial position.

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

The LJPB decided to use reserve funds to ease the burden on staff of the transition to the new service model through the financial support of keeping benefits and/or salaries at previous levels for negatively affected staff for one year.

C. Services of a defined level and quality are consistently delivered based on revenue projections and supportive organizational and operating structure.

D. The library operates efficiently and focuses on continual improvement.

6. ORGANIZATIONAL READINESS

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

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

Jeanne O'Grady went to the CLA Conference in Pasadena. There were several good programs about programming to attend as well as presenting on a panel about programming for TWEENS. The panel presentation was very well attended – standing room only.

Teresa Landers presented at CLA on "what keeps her up at night" in her role as library director. Deborah Lipoma presented on the new ILS and open source systems.

Teresa was elected Vice President/President Elect of the California County Librarians Association. She becomes president at the CLA Conference in Fall 2012.

Emily Galli was named to the position of Manager of System Services and Support and Gale Farthing was named OnSite Services Manager.

1. C. Employees have the skills to execute change and are committed to change and continual improvement.

Seven transition teams have formed to accomplish the daunting task of implementing the new service model in January. Staff throughout the system self selected to participate on the teams which are: Reference, Programming, Persons in Charge, Physical Spaces, Learning Systems, Volunteers, Collection Management Services. The Learning Organization Transition Team is also working on a new performance evaluation instrument to be used during the transition to the new structure.

Laura Whaley attended CLA and as many programs related to volunteers as she could find time for in her schedule.

D. A customer-driven service philosophy guides staff training and development.

	Circulation			Business*			Reference/Info			Visitors		
	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change
July												
Aptos	20321	17814	-12.3%	47311	30711	-35.1%	4684	3055	-35%	10,134	10,307	2%
Boulder Creek	3075	2920	-5.0%	9152	6784	-25.9%	295	277	-6%	1,971	2,006	2%
Branchforte	6152	5148	-16.3%	11825	11858	-35.1%	732	1131	54%	4,762	5,452	14%
Capitolia	9711	8207	-15.5%	25497	15779	-38.1%	1469	1733	18%	5,133	4,606	-10%
Central	42850	39290	-8.3%	90160	63169	-29.9%	5399	9187	70%	29,752	30,825	4%
Felton	2031	1843	-9.3%	6417	5072	-21.0%	511	126	-75%	1,202	1,258	5%
Garfield Park	2265	2267	0.1%	7463	5570	-25.4%	442	217	-51%	1,945	2,208	14%
La Selva Beach	1005	812	-19.2%	2273	1969	-13.3%		165		1,532	1,391	-9%
Live Oak	13313	12695	-4.6%	22505	21224	-5.7%	2622	3384	214%	6,792	8,364	23%
Scotts Valley	18018	19514	8.3%	39757	29328	-26.2%	1278	3194	150%	994	1,436	44%
Outreach	2677	2096	-21.7%	6304	2264	-64.1%	17433	30707	76%	64,217	67,853	6%
TOTAL	121418	112806	-7.3%	275124	193728	-29.6%						
August												
Aptos	20095	17711	-11.9%	47281	31470	-33.4%	4684	3055	-35%	10134	9932	-2%
Boulder Creek	3364	3102	-7.8%	9752	6944	-28.8%	295	277	-6%	1970.5	2408.5	22%
Branchforte	5640	5051	-10.4%	17721	11883	-32.9%	732	1131	54%	4607	4981	8%
Capitolia	8642	8049	-6.9%	24718	16241	-34.3%	1469	1733	18%	5244	5356.5	2%
Central	43072	39540	-8.2%	84348	64189	-23.9%	5399	9187	70%	29752	32543	9%
Felton	1580	1563	-1.1%	5891	4551	-22.7%	511	126	-75%	1202	1242	3%
Garfield Park	2695	2597	-3.6%	8223	6899	-16.1%	442	217	-51%	1945	2977	53%
La Selva Beach	945	858	-9.2%	2381	2406	1.0%		165		1532	1074	-30%
Live Oak	13129	13487	2.7%	23534	23206	-1.4%	2622	3384	214%	6791.5	9354	38%
Scotts Valley	16380	20655	26.1%	38713	31809	-17.8%	1278	3194	150%	10232	14217	39%
Outreach	2809	2673	-4.8%	4465	2276	-49.0%	17433	30707	76%	994	1492	50%
TOTAL	118351	115286	-2.6%	267027	201874	-24.4%				73410	85577	17%
Sept												
Aptos	18645	17478	-6.3%	39059	28068	-28.1%	4684	3055	-35%	9225	10,565	14.5%
Boulder Creek	2850	2717	-4.7%	8545	5862	-31.4%	295	277	-6%	1,900	2,285	20.3%
Branchforte	5575	5068	-9.1%	17231	11148	-35.3%	732	1131	54%	4775	4,489	-6.0%
Capitolia	8171	7851	-3.9%	22620	15062	-33.4%	1469	1733	18%	4,781	4,945	3.4%
Central	40135	33038	-17.7%	71745	52897	-26.6%	5399	9187	70%	27,623	28,816	4.3%
Felton	1668	1526	-8.5%	5512	4418	-19.8%	511	126	-75%	1,237	1,088	-12.0%
Garfield Park	2568	2211	-13.9%	7537	5342	-29.1%	442	217	-51%	1,974	2,727	38.1%
La Selva Beach	703	941	33.9%	1856	2201	18.6%		165		996	1,178	18.3%
Live Oak	12517	11145	-11.0%	21142	19335	-8.5%	2622	3384	214%	7,024	7,759	10.5%
Scotts Valley	15949	17717	11.1%	36809	27493	-23.3%	1278	3194	150%	10,692	13,255	24.0%
Outreach	6958	2471	-64.5%	10247	1945	-81.0%	17433	30707	76%	1,238	1,567	26.6%
TOTAL	115739	102163	-11.7%	241703	173771	-28.1%				71465	76,674	10.1%

	Circ/Open Hour			Busyness/Open Hour			Ref/Info/Open Hour			Visits/Open Hour		
	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change
July												
Aptos	147	108	-26%	341	187	-45%	28	19	-34%	73	63	-14%
Boulder Creek	15	32	114%	44	75	69%	3	3	1%	9	22	145%
Branchforte	101	66	-35%	301	152	-49%	9	15	61%	78	70	-10%
Capitolia	112	86	-23%	294	166	-44%	15	18	21%	59	48	-18%
Central	247	193	-22%	520	310	-40%	27	45	67%	172	151	-12%
Felton	59	28	-52%	185	78	-58%	8	2	-76%	35	19	-45%
Garfield Park	44	29	-34%	144	71	-50%	6	3	-54%	37	28	-23%
La Selva Beach	17	13	-21%	37	32	-12%	0	3	#DIV/0!	25	23	-8%
Live Oak	110	98	-11%	185	163	-12%	0	26	#DIV/0!	56	64	15%
Scotts Valley	130	132	2%	287	199	-31%	18	56	211%	0	0	#DIV/0!
TOTAL	982	786	-20%	2338	1433	-39%	114	189	66%	544	489	-10%
August												
Aptos	145	108	-26%	227	191	-16%	28	19	-34%	81	60	-26%
Boulder Creek	66	34	-47%	33	76	129%	3	3	1%	11	26	141%
Branchforte	93	65	-30%	196	152	-22%	9	15	61%	76	64	-16%
Capitolia	100	84	-15%	187	170	-9%	15	18	21%	61	56	-8%
Central	248	194	-22%	370	315	-15%	27	45	67%	168	160	-5%
Felton	46	24	-47%	131	70	-47%	8	2	-76%	28	19	-32%
Garfield Park	52	33	-36%	133	88	-33%	6	3	-54%	48	38	-20%
La Selva Beach	27	14	-48%	40	40	0%	0	3	#DIV/0!	21	18	-16%
Live Oak	108	104	-4%	191	179	-7%	0	26	#DIV/0!	90	72	-20%
Scotts Valley	118	140	19%	229	216	-6%	18	56	211%	74	96	30%
TOTAL	1002	800	-20%	1738	1498	-14%	114	189	66%	659	610	-7%
Sept												
Aptos	134	106	-21%	282	170	-40%	28	19	-34%	67	64	-4%
Boulder Creek	14	30	113%	41	64	57%	3	3	1%	9	25	179%
Branchforte	92	65	-29%	284	143	-50%	9	15	61%	79	58	-27%
Capitolia	94	82	-12%	261	158	-39%	15	18	21%	55	52	-6%
Central	232	162	-30%	410	260	-37%	27	45	67%	159	141	-11%
Felton	48	23	-51%	159	68	-57%	8	2	-76%	36	17	-54%
Garfield Park	49	28	-42%	145	68	-53%	6	3	-54%	38	35	-8%
La Selva Beach	12	16	29%	31	36	17%	0	3	#DIV/0!	16	19	21%
Live Oak	103	86	-17%	174	149	-15%	0	26	#DIV/0!	58	60	3%
Scotts Valley	115	120	5%	285	187	-30%	18	56	211%	77	90	17%
TOTAL	893	719	-19.50%	2052	1304	-36%	114	189	66%	594	561	-6%
Oct												
Aptos	128	116	-10%	207	187	-10%	26	0	-100%	69	49	-29%
Boulder Creek	24	37	53%	106	89	-35%	3	0	-100%	15	26	72%
Branchforte	83	73	-11%	218	144	-34%	4	0	-100%	66	62	-7%
Capitolia	90	84	-6%	233	151	-35%	18	0	-100%	56	51	-10%
Central	215	183	-15%	318	290	-9%	51	0	-100%	145	131	-9%
Felton	34	24	-29%	86	66	-24%	4	0	-100%	18	15	-17%
Garfield Park	36	29	-21%	88	66	-24%	3	0	-100%	34	34	0%
La Selva Beach	12	16	36%	31	41	33%	4	0	-100%	16	18	12%
Live Oak	102	111	9%	165	175	6%	22	0	-100%	75	64	-15%
Scotts Valley	103	176	71%	219	187	-15%	35	0	-100%	67	86	29%
TOTAL	827	850	3%	1671	1381	-14.1%	170	0	-100%	561	535	-5%

	Circulation			Busyness*			Reference/info			Visitors		
	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change
Oct												
Aptos	19446	12,938	-33.5%	34026	20969.86	-38.4%	4281	10393	-100%	8084	2346	-22.2%
Boulder Creek	3534	3,092	-12.5%	9649	5809.009	-39.8%	234	2221	-100%	2346	2346	5.6%
Branchforte	5720	5,290	-7.5%	16973	10343.1	-39.1%	295	4595	-100%	4807	4807	4.6%
Capitola	8173	7,428	-9.1%	22177	13296.49	-40.0%	1759	5075	-100%	4828.5	4828.5	-4.9%
Central	40573	34,463	-15.1%	64677	54542.59	-15.7%	10318	27389	-100%	26727.5	26727.5	-2.4%
Felton	1689	1,462	-13.5%	5583	3943.636	-29.4%	243	894	-100%	970.5	970.5	8.6%
Garfield Park	2330	2,054	-11.8%	6888	5094	-26.0%	225	2183	-100%	2629	2629	20.4%
La Selva Beach	709	914	28.9%	1897	2316	22.1%	238	958	-100%	1089	1089	13.7%
Live Oak	12779	13,316	4.2%	21482	20940	-2.5%	2795	9414	-100%	8290.5	8290.5	-11.9%
Scotts Valley	14735	23,981	62.7%	32217	25437.74	-21.0%	5152	9633	-100%	12,710	12,710	31.9%
Outreach	2564	2,838	10.7%	5548	2646	-52.3%	2136	1785	-100%	1845	1845	3.4%
TOTAL	112252	107,776	-4.0%	221117	165338.4	-25.2%	27677	64,147	-100%	74327	74327	15.9%
Nov												
Aptos	19284		-100.0%	33727		-100.0%	4281	13,913	-100%			-100.0%
Boulder Creek	3556		-100.0%	9757		-100.0%	234	2,224	-100%			-100.0%
Branchforte	5044		-100.0%	13116		-100.0%	295	4,397	-100%			-100.0%
Capitola	7516		-100.0%	21010		-100.0%	1759	4,803	-100%			-100.0%
Central	40879		-100.0%	64540		-100.0%	10318	26,840	-100%			-100.0%
Felton	1833		-100.0%	5881		-100.0%	243	1,025	-100%			-100.0%
Garfield Park	2052		-100.0%	7228		-100.0%	225	1,977	-100%			-100.0%
La Selva Beach	909		-100.0%	2225		-100.0%	238	1,606	-100%			-100.0%
Live Oak	13216		-100.0%	21686		-100.0%	2795	10,057	-100%			-100.0%
Scotts Valley	11622		-100.0%	28080		-100.0%	5152	10,676	-100%			-100.0%
Outreach	3250		-100.0%	6704		-100.0%	2136	2,267	-100%			-100.0%
TOTAL	109161	0	-100.0%	213954	0	-100.0%	27677	79,787	-100%			-100.0%
Dec												
Aptos	16442		-100.0%	29919		-100.0%	4281	8,924	-100%			-100.0%
Boulder Creek	3206		-100.0%	8524		-100.0%	234	1,893	-100%			-100.0%
Branchforte	4679		-100.0%	10832		-100.0%	295	4,465	-100%			-100.0%
Capitola	5684		-100.0%	14691		-100.0%	1759	3,957	-100%			-100.0%
Central	37335		-100.0%	62572		-100.0%	10318	25,579	-100%			-100.0%
Felton	1512		-100.0%	5060		-100.0%	243	964	-100%			-100.0%
Garfield Park	2113		-100.0%	7142		-100.0%	225	2,981	-100%			-100.0%
La Selva Beach	655		-100.0%	1635		-100.0%	238	1,098	-100%			-100.0%
Live Oak	12185		-100.0%	20542		-100.0%	2795	8,480	-100%			-100.0%
Scotts Valley	13241		-100.0%	26282		-100.0%	5152	8,118	-100%			-100.0%
Outreach	2522		-100.0%	5453		-100.0%	2136	1,418	-100%			-100.0%
TOTAL	99574	0	-100.0%	192652	0	-100.0%	27677	67,877	-100%			-100.0%

11/12 SELF CHECKOUT

JULY									
	#1	#2	#3	#4	#5	#6	YP #20	TOTAL	% Circ
Aptos	4146	3095	6480					13,721	77%
Boulder Creek	1342	1088						2,430	83%
Branciforte	2288	1920						4,208	82%
Capitola	3123	3764						6,887	84%
Central	3707	6969	11297				5998	27,971	71%
Felton	1276							1,276	69%
Garfield Park	686	763						1,449	64%
La Selva Beach	682							682	84%
Live Oak	4264	3908	2784					10,956	86%
Scotts Valley	4700	4537	7223					16,460	84%
Subtotal	26214	26044	27784	0	0	0	5998	86,040	76%
AUGUST									
	#1	#2	#3	#4	#5	#6	YP #20	TOTAL	% Circ
Aptos	4436	3265	6368					14,069	79%
Boulder Creek	1481	1150						2,631	85%
Branciforte	2100	2168						4,268	84%
Capitola	2836	3968						6,804	83%
Central	3528	7138	12193				5879	28,738	73%
Felton	1167							1,167	75%
Garfield Park	1007	818						1,825	70%
La Selva Beach	637							637	74%
Live Oak	4972	3878	2748					11,598	86%
Scotts Valley	5147	4618	7670					17,435	84%
Subtotal	27311	27003	28979	0	0	0	5879	89,172	77%
SEPTEMBER									
	#1	#2	#3	#4	#5	#6	YP #20	TOTAL	% Circ
Aptos	4194	3271	6313					13,778	79%
Boulder Creek	1271	993						2,264	83%
Branciforte	1982	2151						4,133	82%
Capitola	3047	3664						6,711	85%
Central	2830	6069	10771				4749	19,670	60%
Felton	1139							1,139	75%
Garfield Park	958	585						1,543	70%
La Selva Beach	690							690	73%
Live Oak	3947	3357	2130					9,434	85%
Scotts Valley	4639	4136	6447					15,222	86%
Subtotal	24697	24226	25661	0	0	0	4749	74584	73%
OCTOBER									
	#1	#2	#3	#4	#5	#6	YP #20	TOTAL	% Circ
Aptos	2257	1807	3547					7,611	81%
Boulder Creek	816	648						1,464	85%
Branciforte	1330	1261						2,591	84%
Capitola	1695	1859						3,554	84%
Central	1512	3281	6133				3024	10,926	59%
Felton	533							533	66%
Garfield Park	399	324						723	70%
La Selva Beach	366							366	80%

new
ILS
10/24
no self check
10/16-31

11/12 SELF CHECKOUT

Live Oak	2283	2137	1347						5,767	87%
Scotts Valley	2547	1916	3373						7,836	62%
Subtotal	13738	13233	14400	0	0	0	3024		41371	69%
NOVEMBER										
	#1	#2	#3	#4	#5	#6	YP #20	TOTAL	% Circ	
Aptos									0	#DIV/0!
Boulder Creek									0	#DIV/0!
Branciforte									0	#DIV/0!
Capitola									0	#DIV/0!
Central									0	#DIV/0!
Felton									0	#DIV/0!
Garfield Park									0	#DIV/0!
La Selva Beach									0	#DIV/0!
Live Oak									0	#DIV/0!
Scotts Valley									0	#DIV/0!
Subtotal									0	#DIV/0!
DECEMBER										
	#1	#2	#3	#4	#5	#6	YP #20	TOTAL	% Circ	
Aptos									0	#DIV/0!
Boulder Creek									0	#DIV/0!
Branciforte									0	#DIV/0!
Capitola									0	#DIV/0!
Central									0	#DIV/0!
Felton									0	#DIV/0!
Garfield Park									0	#DIV/0!
La Selva Beach									0	#DIV/0!
Live Oak									0	#DIV/0!
Scotts Valley									0	#DIV/0!
Subtotal									0	#DIV/0!
JANUARY										
	#1	#2	#3	#4	#5	#6	YP #20	TOTAL	% Circ	
Aptos									0	#DIV/0!
Boulder Creek									0	#DIV/0!
Branciforte									0	#DIV/0!
Capitola									0	#DIV/0!
Central									0	#DIV/0!
Felton									0	#DIV/0!
Garfield Park									0	#DIV/0!
La Selva Beach									0	#DIV/0!
Live Oak									0	#DIV/0!
Scotts Valley									0	#DIV/0!
Subtotal									0	#DIV/0!
FEBRUARY										
	#1	#2	#3	#4	#5	#6	YP #20	TOTAL	% Circ	
Aptos									0	#DIV/0!
Boulder Creek									0	#DIV/0!
Branciforte									0	#DIV/0!
Capitola									0	#DIV/0!

STAFF REPORT

DATE: November 29, 2011
TO: Library Joint Powers Board ^{TL}
FROM: Teresa Landers, Director of Libraries
RE: Mid-year budget review

RECOMMENDATION: Affirm Finance Committee's motion to make no changes at this time in the FY11/12 budget.

SUMMARY

The October budget reports reflect 33% of the fiscal year completed. All categories are considered to be at an appropriate expenditure or revenue level and no changes for the current fiscal year are recommended at this time.

BACKGROUND

Every December the LJPB requests an update on the financial situation for the year to date. If any changes are needed for the current fiscal year, December is when these come up for consideration.

DISCUSSION

Fund Balance:

- The combined fund balance subject to the final library audit is \$1,638, 913. This breaks down as follows:
 - \$495,929 is the ending fund balance for FY09/10 which has been placed in "Committed- cash flow/unexpected expenditures" as shown on the balance sheet for October under Equities.
 - The Library ended FY10/11 with a fund balance of \$957,419. \$857,419 will be moved to join the \$495,929 as the audit is now complete. \$100,000 will be "retained in the operating budget" as per the LJPB decision in June 2011 to cover unanticipated expenses from moving to the new service model mid-year.
 - FY11/12 year to date fund balance is \$185,565.
 - The FY10/11 and current FY11/12 amounts equal the \$1,142,984 that is shown as unreserved undesignated fund balance (which actually is now called unassigned fund balance) on the balance sheet for October under Equities.

- Carrying over the project budgets for the new ILS and the training grant will not have any effect on the unreserved fund balance. The carryover process is a

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budgetary transaction. When funds are spent on these carryover projects the current year fund balance will be reduced accordingly. Any funds that have already been spent on these projects in the current year will already be reflected in the current year fund balance of \$185,565.

Revenues:

- Sales tax revenues are running slightly above at 35% and this confirms predictions from the County. Other maintenance of effort revenues are at 33%. The County predicts a possible slight decline in revenues from property taxes which will balance out the additional sales tax revenue. While sales tax revenue may ultimately be greater than the loss in maintenance of effort revenues, it is not anticipated to be a significant enough amount to warrant additional expenditures at this time. If this situation changes then a request to supplement the materials budget may be made in February or March.
- Charges for services are slightly high but fines and lost item revenues are low. Fines, in particular, will most likely be lower over the next couple of months as many fines are forgiven as a result of the migration to a new ILS.

Expenditures:

- Nothing unusual to report other than continuing problems with the boiler at the Downtown location and other unforeseen building related expenses could result in spending the majority of the capital maintenance budget on fixing problems rather than ongoing maintenance.
- Computer related expenditures are high due to the transition to the new ILS. Approximately \$35,000 remains in the budget for the new ILS and will be spent on training and software development as needs are identified.
- E-rate for FY2011-2012 has not been approved yet. The e-rate staff is still reviewing our application.
- Personnel expenditures are on target. Payment for the agreed on Y-rating of salaries and benefits from January to June will cause over expenditures during the second half of the fiscal year but the LJPB has already agreed to access the cash reserve for this purpose.
- The \$54,675 that was approved in September will be needed to cover three large expenses as required by law and/or in consideration of health and safety. These include:
 - Mold removal and replacement of infrastructure at Aptos- \$32,000
 - Fire approved exit door and concrete pad for Aptos meeting room- \$675
 - Legally required emission control modifications to the Bookmobile- \$22,000

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LIBRARY JOINT POWERS AUTHORITY
COMBINED BALANCE SHEET
JPA FUND AND ACCOUNT GROUPS
OCTOBER 2011

	JPA
	Total
Assets	
Pooled cash	925,761
Pooled cash interest receivable	2,886
Other interest receivable	344
Taxes receivable - current	412,643
Accounts receivable	429,778
Infrastructure	579,683
Accumulated depreciation - infrastructure	(217,892)
Lease improvements - buildings	2,018,032
Accumulated depreciation - lease imp-buildings	(1,134,479)
Machinery and equipment	1,648,085
Accumulated depreciation - machinery & equip	(1,515,684)
Software	3,983
Accumulated depreciation-software	(3,983)
Construction in progress	71,354
Total Assets	3,220,511
Liabilities	
Accounts payable	128,436
ePayments payable	-
Sales tax payable	821
Deferred grant revenue - unearned	3,098
Unclaimed funds	144
Payable to the County - noncurrent	80,586
Other intergovernmental payable-noncurrent	350,179
Total Liabilities	563,264
Equities	
Unreserved, undesignated fund balance	1,142,984
Committed - cash flow/unexpected expenditures	495,929
Investment in capital assets - Library	1,449,099
Reserved for long-term debt	(430,765)
Total Equities	2,657,247
Total Liabilities and Equities	3,220,511

LIBRARY JOINT POWERS AUTHORITY						
COMBINED BALANCE SHEET						
SPECIAL FUNDS						
OCTOBER 2011						
	Fund #	955	956	957	960	Spec Funds
	Fund Description	Contingency	Technology	Projects	Felton	Total
Assets						
	Pooled cash	-	4,797	-	1,141	5,938
	Pooled cash interest receivable	-	13	-	3	16
	Due from other govt - inv principal	-	7	-	2	9
	Total Assets	-	4,817	-	1,146	5,963
Equities						
	Unreserved, undesignated fund balance	-	4,817	-	1,146	5,963
	Total Equities	-	4,817	-	1,146	5,963

LIBRARY JOINT POWERS AUTHORITY							
COMBINED BALANCE SHEET							
TRUST FUNDS							
OCTOBER 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	256,128	236,867	9,370	144,903	89,605	736,873	
Pooled cash interest receivable	725	686	27	402	249	2,089	
Due from other govt - Inv principal	362	343	13	169	60	947	
Total Assets	257,215	237,896	9,410	145,474	89,914	739,909	
Equities							
Net assets held in trust-library prog	257,215	237,896	9,410	145,474	89,914	739,909	
Total Equities	257,215	237,896	9,410	145,474	89,914	739,909	

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Revenue Status Report
 Library JPA
 CITY OF SANTA CRUZ
 10/1/2011 through 10/31/2011

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Account Number	Library Joint Powers Authority	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prct Rcvd
951-41000	TAXES	5,501,530.00	412,643.48	1,943,115.84	3,558,414.16	35.32
951-00-00-0000-41211	Sales and use tax	5,501,530.00	412,643.48	1,943,115.84	3,558,414.16	35.32
Total	TAXES					
951-43000	INTERGOVERNMENTAL	0.00	5,000.00	5,000.00	-5,000.00	0.00
951-36-00-0000-43210	State operating grants and contributions	5,146,190.00	428,530.10	1,714,120.39	3,431,979.61	33.31
951-36-00-0000-43311	Maintenance of effort contributions	2,500.00	661.49	889.49	1,610.51	35.58
951-36-55-3531-43210	State operating grants and contributions	9,000.00	0.00	0.00	9,000.00	0.00
951-36-55-3560-43190	Federal grants - other	5,157,600.00	434,191.59	1,720,009.88	3,437,590.12	33.35
Total	INTERGOVERNMENTAL					
951-44000	CHARGES FOR SERVICES	4,100.00	383.55	1,626.30	2,473.70	39.67
951-36-00-0000-44613	Internet use fee	2,500.00	205.00	965.00	1,535.00	38.60
951-36-00-0000-44630	Room rentals-library JPA	7,000.00	608.71	2,381.86	4,618.14	34.03
951-36-00-0000-44901	Photocopy fee	13,600.00	1,197.26	4,973.16	8,626.84	36.57
Total	CHARGES FOR SERVICES					
951-45000	FINES AND FORFEITS	200,000.00	15,060.03	64,555.96	135,444.04	32.28
951-36-00-0000-45131	Library fines	25,000.00	1,252.75	5,827.80	19,172.20	23.31
951-36-00-0000-45132	Lost library items	225,000.00	16,312.78	70,383.76	154,616.24	31.28
Total	FINES AND FORFEITS					
951-46000	MISCELLANEOUS REVENUES					

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Revenue Status Report
 Library JPA
 CITY OF SANTA CRUZ
 10/1/2011 through 10/31/2011

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951 Library Joint Powers Authority

33% Prct Rcvd

Account Number	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prct Rcvd	
951-00-00-0000-46110	Pooled cash and investment interest	0.00	1,893.17	3,587.94	-3,587.94	0.00
951-00-00-0000-46190	Interest earnings - other	4,096.00	344.18	811.32	3,284.68	19.81
951-00-00-0000-46910	Miscellaneous operating revenue	8,500.00	0.00	2,238.64	6,261.36	26.34
951-00-00-0000-46990	Miscellaneous non-operating revenue	0.00	3,543.00	22,303.44	-22,303.44	0.00
951-36-00-0000-46303	Donations - library	12,000.00	12,156.00	12,196.00	-196.00	101.63
951-36-00-0000-46309	Donations - library - Friends of the Lib	100,000.00	158.25	21,376.69	78,623.31	21.38
951-36-00-0000-46916	Cash over/short	0.00	-3.00	173.45	-173.45	0.00
Total	MISCELLANEOUS REVENUES	124,596.00	18,091.60	62,687.48	61,908.52	50.31
951-49000	OTHER FINANCING SOURCES					
951-00-00-0000-49122	From Library Private Trust Fund	15,190.00	15,190.00	15,190.00	0.00	100.00
951-00-00-0000-49191	Intra-entity fund transfer in	9,959.00	10,036.41	10,036.41	-77.41	100.78
Total	OTHER FINANCING SOURCES	25,149.00	25,226.41	25,226.41	-77.41	100.31
Total	Library Joint Powers Authority	11,047,475.00	907,663.12	3,826,396.53	7,221,078.47	34.64
Grand Total		11,047,475.00	907,663.12	3,826,396.53	7,221,078.47	34.64

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Expenditure Status Report
 Library JPA
 CITY OF SANTA CRUZ
 10/1/2011 through 10/31/2011

951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Used Pct
951-52000	SERVICES					33%
951-36-50-3510-52135	Financial services - outside	7,644.00	1,048.04	6,831.96	-236.00	103.09
951-36-50-3510-52199	Other professional & technical services	110,000.00	7,000.00	3,000.00	100,000.00	9.09
951-36-50-3510-52240	Office equipment operation/maint	4,020.00	768.49	924.49	3,095.51	23.00
951-36-50-3510-52248	Software maintenance services	16,000.00	1,075.00	10,100.00	5,900.00	63.13
951-36-50-3510-52302	Travel and meetings	4,000.00	0.00	0.00	4,000.00	0.00
951-36-50-3510-52402	Telecommunications service - internal	42,600.00	3,550.00	14,200.00	28,400.00	33.33
951-36-50-3510-52403	Telecommunications service - outside	3,300.00	0.00	112.91	3,187.09	3.42
951-36-50-3510-52933	Liability insurance/surety bonds-outside	14,774.00	0.00	10,440.00	4,334.00	70.66
951-36-50-3510-52961	Dues and memberships	17,250.00	175.00	12,186.00	5,064.00	70.64
951-36-50-3510-52971	Printing and binding-internal	100.00	21.37	26.69	73.31	26.69
951-36-50-3510-52972	Printing and binding-outside	3,900.00	0.00	430.98	3,469.02	11.05
951-36-50-3540-52135	Financial services - outside	550,000.00	49,312.84	187,086.61	362,913.39	34.02
951-36-51-3520-52131	Claims management services - outside	10,000.00	402.75	1,798.60	-384.50	103.85
951-36-51-3520-52199	Other professional & technical services	37,440.00	0.00	0.00	37,440.00	0.00
951-36-51-3520-52244	Other equipment operation/maintenance	1,680.00	0.00	0.00	1,680.00	0.00
951-36-51-3520-52248	Software maintenance services	46,320.00	27,781.12	35,610.06	10,709.94	76.88
951-36-51-3520-52302	Travel and meetings	100.00	0.00	0.00	100.00	0.00
951-36-51-3520-52302	Travel and meetings	2,500.00	287.53	482.83	2,017.17	19.31
951-36-51-3520-52972	Printing and binding-outside	1,500.00	0.00	248.00	1,252.00	16.53
951-36-52-3530-52240	Office equipment operation/maint	2,180.00	0.00	0.00	2,180.00	0.00
951-36-52-3530-52244	Other equipment operation/maintenance	2,150.00	36.30	284.17	1,865.83	13.22
951-36-52-3530-52302	Travel and meetings	4,000.00	1,199.83	2,030.31	1,969.69	50.76
951-36-52-3530-52972	Printing and binding-outside	66,640.00	6,326.59	18,307.56	48,332.44	27.47
951-36-53-3515-52201	Water, sewer and refuse	125,000.00	8,676.70	26,077.67	98,922.33	20.86
951-36-53-3515-52211	Janitorial services	111,000.00	0.00	8,226.75	102,773.25	7.41
951-36-53-3515-52223	Vehicle operation charges - internal	143,800.00	33,424.60	77,293.16	45,259.02	68.53
951-36-53-3515-52246	Building and facility o & m - outside	17,000.00	41.95	363.86	16,636.14	2.14
951-36-53-3515-52247	Landscaping maintenance services	312,530.00	25,938.11	105,602.44	193,977.56	37.93
951-36-53-3515-52302	Equipment, building and land rentals	150.00	0.00	0.00	150.00	0.00
951-36-53-3515-52932	Travel and meetings	17,050.00	5,683.32	5,683.32	11,366.68	33.33
951-36-53-3515-52933	Liability insurance/surety bonds-internal	36,506.00	0.00	25,714.00	10,792.00	70.44

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 Periods: 4 through 4

Expenditure Status Report
 Library JPA
 CITY OF SANTA CRUZ
 10/1/2011 through 10/31/2011

951 Library Joint Powers Authority

33%

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Used Pct
951-36-54-3550-52199	28,000.00	1,746.50	2,520.50	13,479.50	12,000.00	57.14
951-36-54-3550-52248	71,023.00	19,851.25	24,451.82	22,447.54	24,123.64	66.03
951-36-54-3550-52249	91,700.00	718.64	8,497.96	40.04	83,162.00	9.31
951-36-54-3550-52302	1,350.00	111.56	277.51	0.00	1,072.49	20.56
951-36-54-3550-52403	73,234.00	18,933.01	40,573.06	68,520.17	-35,859.23	148.97
951-36-55-3860-52304	13,975.00	11,332.93	30,286.13	1,478.50	-17,789.63	227.30
951-36-55-3560-52306	9,000.00	0.00	0.00	0.00	9,000.00	0.00
951-36-55-3560-52960	3,000.00	0.00	0.00	0.00	3,000.00	0.00
951-36-55-3660-52972	6,500.00	693.56	1,505.45	0.00	4,994.55	23.16
Total SERVICES	2,008,916.00	218,090.95	659,390.88	1,581,581.43	1,190,943.69	40.72
951-53000	SUPPLIES					
951-36-50-3510-53101	8,000.00	499.27	1,564.64	0.00	6,435.36	19.56
951-36-50-3510-53102	2,400.00	192.82	1,387.22	0.00	1,012.78	57.80
951-36-51-3520-53106	769,269.00	101,227.47	200,477.15	0.00	568,791.85	26.06
951-36-51-3520-53107	75,000.00	2,223.28	5,285.20	0.00	69,714.80	7.05
951-36-51-3520-53112	113,550.00	2,738.25	9,382.63	8,680.39	95,486.98	15.91
951-36-52-3530-53102	12,300.00	3,444.87	9,255.10	444.26	2,600.64	78.88
951-36-52-3530-53109	6,630.00	1,033.20	1,558.70	0.00	5,071.30	23.51
951-36-53-3515-53108	2,370.00	0.00	678.87	0.00	1,691.13	28.64
951-36-53-3515-53113	18,350.00	690.49	3,284.61	0.00	15,075.39	17.89
951-36-53-3515-53311	167,748.00	19,586.70	66,770.80	0.00	100,977.20	39.80
951-36-53-3515-53312	26,133.00	977.77	2,803.61	0.00	23,329.39	10.73
951-36-54-3550-53110	22,000.00	743.08	2,030.42	4,000.00	15,969.58	27.41
Total SUPPLIES	1,223,760.00	133,357.20	304,478.95	13,124.65	906,156.40	25.95
951-54000	OTHER MATERIALS AND SERVICES					
951-36-50-3510-54990	3,445.00	59.00	557.00	0.00	2,888.00	16.17
951-36-52-3530-54990	7,000.00	6.98	6.98	0.00	6,993.02	0.10
951-36-53-3515-54992	40,000.00	0.00	0.00	0.00	40,000.00	0.00
951-36-55-3531-54990	0.00	209.00	836.00	0.00	-836.00	0.00
951-36-55-3560-54990	12,061.00	5,818.04	12,374.47	0.00	-313.47	102.60
Total OTHER MATERIALS AND SERVICES	62,506.00	6,093.02	13,774.45	0.00	48,731.55	22.04

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 Periods: 4 through 4

Expenditure Status Report
 Library JPA
 CITY OF SANTA CRUZ
 10/1/2011 through 10/31/2011

951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-56000 OTHER CHARGES						33%
951-36-52-3530-56895 Refunded fees and fines	2,000.00	59.50	677.50	0.00	1,322.50	33.88
Total OTHER CHARGES	2,000.00	59.50	677.50	0.00	1,322.50	33.88
951-57000 CAPITAL OUTLAY						
951-36-55-3560-57401 Office furniture/equipment	25,000.00	6,972.47	6,972.47	0.00	18,027.53	27.89
Total CAPITAL OUTLAY	25,000.00	6,972.47	6,972.47	0.00	18,027.53	27.89
951-58000 DEBT SERVICE						
951-36-50-3540-58140 Loan principal	40,961.00	0.00	0.00	0.00	40,961.00	0.00
951-36-50-3540-58190 Other debt principal	40,293.00	0.00	40,293.07	0.00	-0.07	100.00
951-36-50-3540-58240 Loan interest	19,600.00	0.00	0.00	0.00	19,600.00	0.00
951-36-50-3540-58290 Other debt interest	3,500.00	0.00	414.21	0.00	3,085.79	11.83
Total DEBT SERVICE	104,354.00	0.00	40,707.28	0.00	63,646.72	39.01
951-59000 OTHER FINANCING USES						
Total OTHER FINANCING USES	0.00	0.00	0.00	0.00	0.00	0.00
Grand Total	3,426,536.00	364,573.14	1,026,001.53	171,706.08	2,228,828.39	34.95

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Expenditure Status Report
 Library Personnel Costs
 CITY OF SANTA CRUZ
 10/1/2011 through 10/31/2011

000035

951 Library Joint Powers Authority

36 Library (JPA)

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Account Number	PERSONNEL SERVICES	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Pct Used
Total	Regular full time	4,219,805.00	297,179.98	1,360,664.06	0.00	2,859,140.94	32.24
Total	Regular part time	747,294.00	58,297.30	249,018.80	0.00	498,275.20	33.32
Total	Overtime	3,000.00	625.62	1,111.47	0.00	1,888.53	37.05
Total	Termination pay	0.00	12,306.72	25,970.31	0.00	-25,970.31	0.00
Total	Temporary	555,298.00	39,768.45	178,670.68	0.00	376,627.32	32.18
Total	Other pay	0.00	187.63	242.16	0.00	-242.16	0.00
Total	Special vacation pay	4,400.00	0.00	0.00	0.00	4,400.00	0.00
Total	Special sick leave pay	0.00	0.00	0.00	0.00	0.00	0.00
Total	Vehicle-phone-data allowance	1,800.00	155.00	780.00	0.00	1,020.00	43.33
Total	Salary savings	0.00	0.00	0.00	0.00	0.00	0.00
Total	Retirement contribution	754,846.00	54,677.03	247,408.40	0.00	507,437.60	32.78
Total	F.I.C.A.	0.00	2,077.29	8,934.40	0.00	-8,934.40	0.00
Total	Group health insurance	1,119,068.00	87,408.95	375,092.30	0.00	743,975.70	33.52
Total	Group dental insurance	107,422.00	8,039.84	35,094.24	0.00	72,327.76	32.67
Total	Vision insurance	18,242.00	1,355.10	5,930.08	0.00	12,311.92	32.51
Total	Medicare insurance	64,309.00	5,272.15	23,856.15	0.00	40,452.85	37.10
Total	Group life insurance	2,744.00	218.38	970.22	0.00	1,773.78	35.36
Total	Disability insurance	73,078.00	3,042.48	13,429.23	0.00	59,648.77	18.38
Total	Unemployment insurance	23,622.00	1,972.95	8,684.03	0.00	14,937.97	36.76
Total	Workers' compensation	208,640.00	16,661.34	75,329.98	0.00	133,310.02	36.11
Total	Intrafund labor - credit	0.00	0.00	0.00	0.00	0.00	0.00
Grand Total		7,903,568.00	589,156.21	2,611,186.51	0.00	5,292,381.49	33.04

Library - Fund 951
 Month-End Cash Balances

	July	August	September	October	November	December	January	February	March	April	May	June
FY 2012 Pooled cash	894,190.39	994,042.19	759,933.36	925,760.72								
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	806,095.53
FY 2010 Pooled cash	(908,343.59)	(797,637.50)	(752,924.76)	(597,787.31)	(558,459.72)	(707,533.76)	290,832.95	(390,345.22)	(62,933.26)	15,984.66	25,912.58	120,299.01
FY 2009 Pooled cash	(1,028,955.46)	(397,327.61)	(356,999.20)	252,949.44	(714,416.36)	(711,714.61)	(812,054.05)	(668,015.42)	(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	381,698.89	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	260,092.00

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**Santa Cruz
Public Libraries
Joint Powers
Authority**

Santa Cruz, California

*Basic Financial Statements and
Independent Auditor's Report*

For the year ended June 30, 2011

Santa Cruz Public Libraries Joint Powers Authority
Basic Financial Statements
For the year ended June 30, 2011

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INDEPENDENT AUDITOR'S REPORT

To the Administrative Board of the
Santa Cruz Public Libraries Joint Powers Authority
Santa Cruz, California

We have audited the accompanying financial statements of the governmental activities and major fund of the Santa Cruz Public Libraries Joint Powers Authority, (Authority), as of and for the year ended June 30, 2011, which collectively comprise the Authority's basic financial statements as listed in the table of contents. These financial statements are the responsibility of the Authority's management. Our responsibility is to express opinions on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and the significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the respective financial position of the governmental activities and major fund of the Authority, as of June 30, 2011, and the respective changes in financial position, for the year then ended in conformity with accounting principles generally accepted in the United States of America.

In accordance with *Government Auditing Standards*, we have also issued our report dated November 15, 2011, on our consideration of the Authority's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements and other matters. The purpose of that report is to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* and should be considered in assessing the results of our audit.



To the Administrative Board of the
Santa Cruz Public Libraries Joint Powers Authority
Santa Cruz, California

Accounting principles generally accepted in the United States of America require that the management's discussion and analysis and budgetary comparison information as listed in the table of contents be presented to supplement the basic financial statements. Such information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board, who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. We have applied certain limited procedures to the required supplementary information in accordance with auditing standards generally accepted in the United States of America, which consisted of inquiries of management about the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We do not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance.

Our audit was conducted for the purpose of forming opinions on the financial statements that collectively comprise the Authority's financial statements as a whole. The combining fund financial statements are presented for purposes of additional analysis and are not a required part of the financial statements. These are the responsibility of management and were derived from and relate directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.

Lance, Soll & Luyhard, LLP

Brea, California
November 15, 2011

Management's Discussion and Analysis

Management of the Santa Cruz Public Libraries Joint Powers Authority (Authority) provides this Management Discussion and Analysis for readers of the Authority's Basic Financial Statements. This narrative overview and analysis of the financial activities of the Authority is for the fiscal year ended June 30, 2011.

I. Financial Highlights

- **Government-Wide Highlights:**

The assets of the Authority exceeded its liabilities at the close of the fiscal year by \$2,478,488 (*net assets*). A component of this balance represents \$1,449,098 of net investment in capital assets; however, the remainder of net assets consists of unrestricted net assets of \$1,029,390. Unrestricted net assets represent the amount normally used to meet the Authority's ongoing obligations.

Changes in Net Assets - The Authority's total net assets increased by \$897,144 in fiscal year 2011 that was the result of the Authority's efforts to reduce expenses, which included employee layoffs, furloughs and less spending on books and materials.

The Authority's total assets increased by \$567,101 at fiscal year end. All asset categories, except one, experienced increases during the year, including Cash and Cash Equivalents of \$677,828, Interest Receivable of \$2,350, Taxes Receivable of \$10,356 and Due From Other Governments of \$19,807. Only the asset category Net Capital Assets experienced a decrease of \$143,240.

In addition, the Authority's total liabilities decreased by \$330,043 during the fiscal year due to decreases in Accounts Payable of \$248,886, Interest Payable of \$1,587, Deposits Payable of \$956, Loans Payable of \$40,961 and Notes Payable of \$40,293, coupled with an increase in Deferred Revenue of \$2,640.

- **Fund Highlights:**

As of the close of the fiscal year, the Authority's general fund reported a fund balance of \$1,469,325 which is an increase of \$957,543 in comparison with the prior year amount. This is a significant improvement in the Authority's financial condition as it had a negative fund balance of \$(285,498) in fiscal year 2008-09. The fund balance is a measure of whether the Authority will have sufficient resources to meet its near-term obligations.

The Authority's general fund total assets increased by \$710,341 and the total liabilities decreased by \$247,202 during the fiscal year. Changes in assets consist of increases in Cash and Cash Equivalents of \$677,828, Interest Receivable of \$2,350, Taxes Receivable of \$10,356 and Due From Other Governments of \$19,807. There were no decreases in any asset categories. Changes in liabilities consist of decreases in Accounts Payable of \$248,886 and Deposits Payable of \$956, coupled with an increase in Deferred Revenue of \$2,640.

II. Overview of the Financial Statements

This discussion and analysis are intended to serve as an introduction to the Authority's basic financial statements. The Santa Cruz Public Libraries Joint Powers Authority's basic financial statements comprise three components: 1) government-wide financial statements; 2) fund financial statements; and 3) notes to the financial statements. This report also contains required supplementary and other supplementary information in addition to the basic financial statements themselves.

Government-wide Financial Statements. The *government-wide financial statements* are designed to provide readers with a broad overview of the Authority's finances in a manner similar to a private-sector business.

The *statement of net assets* presents information on all of the Authority's assets and liabilities, with the difference between the two reported as *net assets*.

The *statement of activities* presents information showing how the Authority's net assets changed during the most recent fiscal year. All changes in net assets are reported as soon as the underlying event giving rise to the change occurs, *regardless of the timing of related cash flows*. Thus, revenues and expenses are reported in this statement for some items that will only result in cash flows in future fiscal periods (e.g., interest on long-term debt due but unpaid at the end of the fiscal year).

The Authority's library services function is principally supported by taxes and intergovernmental revenues, and is therefore considered a *governmental activity*. The government-wide financial statements can be found on pages 9-10 of this report.

Fund Financial Statements. A *fund* is a grouping of related accounts that is used to maintain control over resources that have been segregated for specific activities or objectives. The Authority, like other state and local governments, uses fund accounting to ensure and demonstrate compliance with finance-related legal requirements. The fund financial statements can be found on pages 11-14 of this report.

Governmental funds. *Governmental funds* are used to account for essentially the same functions reported as *governmental activities* in the government-wide financial statements. However, unlike the government-wide financial statement, governmental fund statements focus on *near-term inflows and outflows of spendable resources* available at the end of the fiscal year. Such information may be useful in evaluating a government's near-term financing requirements.

Because the focus of governmental funds is narrower than that of the government-wide financial statements, it is useful to compare the information presented for *governmental funds* with similar information presented for *governmental activities* in the government-wide financial statements. By doing so, readers may better understand the long-term impact of the government's near-term financing decisions. Both the governmental fund balance sheet and the governmental fund statement of revenues, expenditures, and changes in fund balances provide a reconciliation to facilitate this comparison between *governmental funds* and *governmental activities*.

The Authority has one governmental fund, the general fund, which is used to account for all of its activities.

Notes to the Basic Financial Statements. The notes provide additional information that is essential to a full understanding of the data provided in the government-wide and fund financial statements. The notes to the basic financial statements can be found on pages 16-27 of this report.

II. Overview of the Financial Statements (Continued)

Other Information. In addition to the basic financial statements and accompanying notes, this report also presents a section containing *required supplementary information* which includes a budgetary comparison schedule for the general fund to demonstrate compliance with the budget. This section can be found on pages 30-31 of this report.

III. Government-wide Financial Analysis

By far the largest portion of the Authority's net assets reflects its investment in capital assets, primarily machinery, furnishings and equipment. These assets are used to provide services to citizens; consequently, they are not available for future spending. The table below shows the components of the net assets.

**Santa Cruz Public Libraries
Net Assets
At June 30, 2011**

	2011	2010
Total assets	\$ 3,195,538	\$ 2,628,437
Current liabilities	369,586	616,327
Noncurrent liabilities	347,464	430,766
Total liabilities	717,050	1,047,093
Net assets:		
Invested in capital assets, net	1,449,098	1,592,338
Unrestricted	1,029,390	(10,994)
Total net assets	\$ 2,478,488	\$ 1,581,344

The figure in *unrestricted net assets* represents the balance in the amounts normally used to meet the Authority's ongoing obligations. At June 30, 2011, the Authority had a balance of \$1,029,390 in unrestricted net assets which is a significant improvement from the negative balance of (\$10,994) in the prior fiscal year end.

Governmental Activities. All the activities of the Authority are governmental, so it has no business-type activities.

III. Government-wide Financial Analysis (Continued)

**Santa Cruz Public Libraries
Changes in Net Assets
Fiscal year ended June 30, 2011**

	2011	2010
General revenues:		
Sales Tax	\$ 5,667,332	\$ 5,383,555
Unrestricted Investment Earnings	18,819	(591)
Miscellaneous Revenue	101,631	45,813
Total general revenues	5,787,782	5,428,777
Program revenues	5,752,693	5,639,638
Other financing sources	-	525
Total revenues	11,540,475	11,068,940
Expenditures	10,643,331	10,300,180
Changes in net assets	897,144	768,760
Net assets - beginning of year	1,581,344	812,584
Net assets - end of year	\$ 2,478,488	\$ 1,581,344

The Authority's net assets increased by \$897,144 during the fiscal year due to the Authority have continued efforts to reduce its operating expenses.

IV. Financial Analysis of the Authority's Funds

As noted earlier, the Authority uses fund accounting to ensure and demonstrate compliance with finance-related legal requirements.

Governmental Funds. The focus of the Authority's *governmental funds* is to provide information on near-term inflows, outflows, and balances of *spendable* resources. As mentioned above, such information may be useful in assessing the Authority's financing requirements. In particular, *unreserved fund balance* may serve as a useful measure of a government's net resources available for spending at the end of the fiscal year.

As of the close of the fiscal year, the Authority's general fund reported an ending fund balance of \$1,469,325, which is an increase of \$957,543 in comparison with the prior year amount. This increase has been possible because of the Authority's efforts to reduce operating costs, which have included employee layoffs, furloughs and less spending on books and materials. In addition, the Authority has received increased donations and assistance from the Friends of the Santa Cruz Public Library organization.

V. Budgetary Highlights

The final amended budget is more than the original budget for revenues and other financing sources by \$90,531, due to increases in Intergovernmental of \$32,524, Use of Money and Property of \$14,000 and Other Revenues of \$44,007. The final amended budget is more than the original budget for expenditures and other financing uses by \$186,674, due to increases in Services, Supplies and Other Charges of \$113,674 and Capital Outlay of \$73,000.

The actual revenues and other financing sources were more than the final amended budget by \$472,232. The actual expenditures and other financing uses were less than the final amended budget by \$451,675.

VI. Capital Asset and Debt Administration

Capital Assets. As of June 30, 2011, the Authority's investment in capital assets was \$1,449,098 (net of accumulated depreciation), which is \$143,240 less than the prior year. Increase in capital assets from the phone system project was offset by retirements of equipment and additional accumulated depreciation.

Long-term Debt. At the end of the current fiscal year, the Authority had total long-term debt outstanding of \$430,766, which consisted of outstanding note obligations of \$80,587 and outstanding loan obligations of \$350,179. The Authority's long-term debt decreased by \$81,254 during the fiscal year due to scheduled annual repayments of outstanding debt. Additional information on the Authority's long-term debt can be found in Note 4 of this report.

VII. Financial Condition

At June 30, 2011, the Authority had unrestricted net assets of \$1,029,390, an increase of \$1,040,384 from the prior year deficit of \$10,994 on the Government-Wide Financial Statements, and a surplus fund balance of \$1,469,325, an increase of \$957,543 from the prior year balance of \$511,782 on the Fund Financial Statements.

The following is the four year trend information of financial condition of the Authority:

Government-Wide Financial Statements

	Total Net		Unrestricted		Change in	
	Assets (Deficit)	Change \$	Net Assets	Change \$	Net Assets	Change \$
2008	\$ 1,749,375		\$ 195,616		\$ (898,861)	
2009	812,584	\$ (936,791)	(901,278)	\$ (1,096,894)	(936,791)	\$ (37,930)
2010	1,581,344	768,760	(10,994)	890,284	768,760	1,705,551
2011	2,478,488	897,144	1,029,390	1,040,384	897,144	128,384

Fund Financial Statements

	Total Fund	
	Balance (Deficit)	Change \$
2008	\$ 406,668	
2009	(285,498)	\$ (692,166)
2010	511,782	797,280
2011	1,469,325	957,543

VII. Financial Condition (Continued)

The Authority has steadily improved its financial condition over the last two fiscal years. Whereas fiscal year 2009 saw a huge drop in the Authority's total net assets of \$936,791, fiscal years 2010 and 2011 saw an increase of \$768,760 and \$897,144 respectively, in total net assets. Similarly, whereas the Authority had a decrease in the fund balance of \$692,166 for fiscal year 2009, it saw an increase of \$797,280 and \$957,543 respectively, for fiscal years 2010 and 2011. These improvements in net assets and fund balance reduce the uncertainties regarding the Authority's ability to conduct future operations.

During fiscal 2010-11, the Authority continued certain procedures to improve its fund balance, including reductions in operating expenses which are anticipated to continue for the next few years.

Management estimates that the Authority will also end fiscal year 2011-12 with a positive fund balance based on its current budget. The Authority is not anticipating that revenues will increase significantly in fiscal year 2011-12; however, the Authority has continued policies to control expenses, including the implementation of the new service model for the Library.

VII. Economic Factors and Next Year's Budgets

Of the Authority's fiscal year 2010-11 revenues (excluding other financing sources), 49% came from a dedicated quarter cent sales tax approved by the voters in 1996. This tax was originally intended to sunset in 2012, but the voters approved making this quarter cent sales tax permanent in 2008. The balance of the Authority's revenues come from local contributions, property tax collected in the County unincorporated areas designated for libraries, bequest income, donations and fees and fines. Sales tax revenues are driven by the general health of the local economy. Sales tax revenue increased during fiscal year 2010-11, but is not expected to increase in fiscal year 2011-12. Property tax collections had been strong in the past, but the drop in property values due to the poor housing market and budget transfers from the State have also had a negative impact on the library budget. In response to such declining revenues in the past couple of years, the Authority has enacted such actions as employee layoffs, work furloughs, less spending on books and reductions in branch hours. The Library Joint Powers Authority Board, anticipating a continued poor economy, is engaged in a financial planning process in which it hopes to set priorities for future library growth and spending. In April of 2011, the Library Joint Powers Authority approved a new service model for the library system which is aimed at changing how services are delivered, improving technology at the branches, building up reserves and increasing branch hours.

IX. Requests for Information

This financial report is designed to provide a general overview of the Authority's finances for all those with an interest in the government's finances. Questions concerning any of the information provided in this report or requests for additional financial information should be addressed to the Director of Libraries, 117 Union Street, Santa Cruz, California, 95060.

Santa Cruz Public Libraries
Statement of Net Assets
June 30, 2011

	<u>Primary Government</u> <u>Governmental</u> <u>Activities</u>
ASSETS	
Current assets:	
Cash and cash equivalents	\$ 813,432
Interest receivable	3,518
Taxes receivable	511,062
Due from other governments	418,428
Total current assets	<u>1,746,440</u>
Noncurrent assets:	
Capital assets, net of accumulated depreciation	<u>1,449,098</u>
Total assets	<u>3,195,538</u>
LIABILITIES	
Current liabilities:	
Accounts payable and other current liabilities	261,801
Interest payable	9,169
Deferred revenue	15,170
Deposits payable	144
Loans payable - current portion	43,009
Notes payable - current portion	40,293
Total current liabilities	<u>369,586</u>
Noncurrent liabilities:	
Loans payable - due in more than one year	307,170
Notes payable - due in more than one year	40,294
Total noncurrent liabilities	<u>347,464</u>
Total liabilities	<u>717,050</u>
NET ASSETS	
Invested in capital assets	1,449,098
Unrestricted	1,029,390
Total net assets	<u>\$ 2,478,488</u>

See accompanying Notes to Basic Financial Statements.

Santa Cruz Public Libraries
Statement of Activities and Changes in Net Assets
For the year ended June 30, 2011

Functions/Programs	Expenses	Program Revenues			Total	Net (Expense) Revenue and Changes in Net Assets
		Charges for Services	Operating Grants and Contributions	Capital Grants and Contributions		
Primary government:						
Library services	\$ 10,624,383	\$ 252,246	\$ 5,500,447	\$ -	\$ 5,752,693	\$ (4,871,690)
Interest on long-term debt (unallocated)	18,948	-	-	-	-	(18,948)
Total primary government	\$ 10,643,331	\$ 252,246	\$ 5,500,447	\$ -	\$ 5,752,693	(4,890,638)
General Revenues:						
						5,667,332
						18,819
						101,631
						<u>5,787,782</u>
						897,144
						1,581,344
						<u>\$ 2,478,488</u>

See accompanying Notes to Basic Financial Statements.

Santa Cruz Public Libraries
Balance Sheet
Governmental Fund
June 30, 2011

	Major Fund General
ASSETS	
Cash and cash equivalents	\$ 813,432
Interest receivable	3,518
Taxes receivable	511,062
Due from other governments	418,428
Total assets	\$ 1,746,440
LIABILITIES AND FUND BALANCES	
Liabilities:	
Accounts payable and other current liabilities	\$ 261,801
Deferred revenue	15,170
Deposits payable	144
Total liabilities	277,115
Fund Balances:	
Unrestricted:	
Committed	5,965
Unassigned	1,463,360
Total fund balance	1,469,325
Total liabilities and fund balance	\$ 1,746,440

See accompanying Notes to Basic Financial Statements.

Santa Cruz Public Libraries
Reconciliation of the Governmental Fund Balance Sheet
to the Government-Wide Statement of Net Assets
June 30, 2011

Total Fund Balance - Total Governmental Fund \$ 1,469,325

Amounts reported for governmental activities in the Statement of Net Assets were different because:

Capital assets used in governmental activities were not current financial resources. Therefore, they were not reported in the Governmental Funds Balance Sheet. The capital assets were adjusted as follows:

Infrastructure	579,683
Buildings	1,758,907
Lease Improvements	259,124
Machinery and equipment	1,648,085
Software	3,983
Construction in progress	71,353
Less accumulated depreciation	<u>(2,872,037)</u>
Total capital assets	1,449,098

Interest payable on long-term debt did not require current financial resources. Therefore, interest payable was not reported as a liability in Governmental Funds Balance Sheet. (9,169)

Long-term liabilities were not due and payable in the current period. Therefore, they were not reported in the Governmental Funds Balance Sheet.

	Current Portion	Long-Term Portion	
Loans payable	\$ (43,009)	\$ (307,170)	(350,179)
Notes Payable	<u>(40,293)</u>	<u>(40,294)</u>	<u>(80,587)</u>
Total long-term liabilities	<u>\$ (83,302)</u>	<u>\$ (347,464)</u>	<u>(430,766)</u>
Net Assets of Governmental Activities			<u>\$ 2,478,488</u>

See accompanying Notes to Basic Financial Statements.

Santa Cruz Public Libraries
Statement of Revenues, Expenditures and Changes in Fund Balance
Governmental Fund
For the year ended June 30, 2011

	<u>Major Fund</u>
	<u>General</u>
REVENUES:	
Taxes	\$ 5,667,332
Intergovernmental	5,295,370
Charges for services	13,188
Fines and forfeitures	239,058
Use of money and property	18,819
Other revenues	<u>306,708</u>
Total revenues	<u>11,540,475</u>
EXPENDITURES:	
Current:	
Personnel services	7,511,402
Services, supplies, and other charges	2,871,468
Debt service:	
Principal	81,254
Interest	20,535
Capital outlay	<u>23,311</u>
Total expenditures	<u>10,507,970</u>
REVENUES OVER (UNDER) EXPENDITURES	1,032,505
OTHER FINANCING SOURCES (USES):	
Transfers out - interagency	<u>(74,962)</u>
Total other financing sources (uses)	<u>(74,962)</u>
Net change in fund balance	957,543
FUND BALANCE:	
Beginning of year	<u>511,782</u>
End of year	<u>\$ 1,469,325</u>

See accompanying Notes to Basic Financial Statements.

Santa Cruz Public Libraries
Reconciliation of the Governmental Fund Statement of Revenues, Expenditures, and Changes
in Fund Balances to the Government-Wide Statement of Activities and Changes in Net Assets
For the year ended June 30, 2011

Net Change in Fund Balance - Total Governmental Funds \$ 957,543

Amounts reported for governmental activities in the Statement of Activities and Changes in Net Assets were different because:

Governmental funds reported capital outlay as expenditures. However, in the Government-Wide Statement of Activities and Changes in Net Assets, the cost of those assets was allocated over their estimated useful lives as depreciation expense. This is the amount of capital outlay recorded as capital assets in the current period.	23,311
Depreciation expense on capital assets was reported in the Government-Wide Statement of Activities and Changes in Net Assets, but did not require the use of current financial resources. Therefore, depreciation expense was not reported as an expenditure.	(166,551)
Repayment of principal debt was an expenditure in the governmental funds, but the repayment reduced long-term liabilities in the Government-Wide Statement of Net Assets.	81,254
Interest payable on long-term debt was reported in the Government-Wide Statement of Activities and Changes in Net Assets, but did not require the use of current financial resources. Therefore, it was not reported as an expenditure in the governmental fund.	
Prior year interest payable	\$ 10,756
Current year interest payable	9,169
Change between prior and current year	1,587

Change in Net Assets of Governmental Activities \$ 897,144

See accompanying Notes to Basic Financial Statements.

NOTES TO BASIC FINANCIAL STATEMENTS

Santa Cruz Public Libraries Joint Powers Authority
Notes to Basic Financial Statements
For the year ended June 30, 2011

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The basic financial statements of the Santa Cruz Public Libraries Joint Powers Authority (Authority) have been prepared in conformity with generally accepted accounting principles (GAAP) as applied to governmental agencies. The Governmental Accounting Standards Board (GASB) is the accepted standard setting body for establishing governmental accounting and financial reporting principles. The more significant of the Authority's accounting policies are described below.

A. Reporting Entity

In May 1996 the County of Santa Cruz (County), City of Santa Cruz (City), City of Watsonville, City of Capitola, and the City of Scotts Valley entered into a joint exercise of powers agreement to provide library services to their respective jurisdictions representing the entire incorporated and unincorporated areas of Santa Cruz County. On November 5, 1996, the voters approved an additional one-quarter percent increase in the sales tax to fund the library system. This revenue is collected by the County Library Financing Authority, and is subsequently passed through to the Authority. In addition to the sales tax funding, under the joint powers agreement, each entity has maintenance of effort requirements based on the respective entities' previous funding levels.

The Authority is a separate entity with a nine member board consisting of two members of the County Board of Supervisors, two members of the City of Santa Cruz City Council, one member each of the City Councils of Capitola and Scotts Valley, and three at-large citizens appointed by the Board. The City of Santa Cruz (the City) administers the library system. All library employees are employees of the City and have the same benefits and retirement programs as all other City employees.

B. Basis of Accounting and Measurement Focus

The accounts of the Authority are organized on the basis of funds. Each fund is considered a separate accounting entity. The operations of each fund are accounted for with a separate set of self-balancing accounts that comprise its assets, liabilities, fund equity, revenues, and expenditures or expenses, as appropriate. Governmental resources are allocated to and accounted for in individual funds based upon the purposes for which they are to be spent and the means by which spending activities are controlled. The Authority uses only one fund, General Fund, to record the results of its operations.

Government-Wide Financial Statements

The Authority's government-wide financial statements include a Statement of Net Assets and a Statement of Activities and Changes in Net Assets. These statements present summaries of governmental activities for the Authority.

The basic financial statements are presented on an "economic resources" measurement focus and the accrual basis of accounting. Accordingly, all of the Authority's assets and liabilities, including capital assets and related infrastructure assets and long-term liabilities, are included in the accompanying Statement of Net Assets. The Statement of Activities presents changes in net assets. Under the accrual basis of accounting, revenues are recognized in the period in which they are earned while expenses are recognized in the period in which the liability is incurred.

Santa Cruz Public Libraries Joint Powers Authority
Notes to Basic Financial Statements, Continued
For the year ended June 30, 2011

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES, Continued

B. Basis of Accounting and Measurement Focus, Continued

Certain types of transactions are reported as program revenues for the Authority in three categories:

- Charges for services (including fines and forfeitures)
- Operating grants and contributions
- Capital grants and contributions

Governmental Fund Financial Statements

Governmental fund financial statements include a Balance Sheet and a Statement of Revenues, Expenditures and Changes in Fund Balance for all governmental funds aggregated. The Authority presented one major governmental fund.

The governmental fund is accounted for on a spending or "*current financial resources*" measurement focus. Accordingly, only current assets and current liabilities are included on the balance sheets. The Statement of Revenues, Expenditures and Changes in Fund Balance presents increases (revenues and other financial sources) and decreases (expenditures and other financial uses) in fund balance.

Governmental funds use the modified accrual basis of accounting. Under the modified accrual basis of accounting, revenues are recorded when susceptible to accrual (i.e., both measurable and available). "Available" means collectible within the current period or soon enough thereafter to be used to pay liabilities of the current period. Expenditures, other than principal and interest on general long-term obligations, which is recorded when due, are recorded when they are expected to be liquidated with expendable available resources.

Deferred revenues arise when potential revenues do not meet both the "measurable" and "available" criteria for recognition in the current period. Deferred revenues also arise when the government receives resources before it has a legal claim to them, as when grant monies are received prior to incurring qualifying expenditures. In subsequent periods when both revenue recognition criteria are met or when the government has a legal claim to the resources, the deferred revenue is removed from the balance sheet and revenue is recognized.

Reconciliations of the Fund Financial Statements to the Government-Wide Financial Statements are provided to explain the differences created by the integrated approach of GASB Statement No. 34.

C. Use of Restricted/Unrestricted Net Assets

When an expense is incurred for purposes for which both restricted and unrestricted net assets are available, the Authority's policy is to apply restricted net assets first.

Santa Cruz Public Libraries Joint Powers Authority
Notes to Basic Financial Statements, Continued
For the year ended June 30, 2011

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES, Continued

D. Cash and Cash Equivalents

The Authority's cash is pooled with that of the City.

The City has pooled its cash and investments in order to achieve a higher return on investments while facilitating management of cash. The cash balance in the pooled accounts is available to meet current operating requirements of the Authority. Cash in excess of current requirements is invested in various interest-bearing accounts and other investments for varying terms. Investment policies and associated risk factors applicable to the Authority are those of the City and are included in the City's basic financial statements.

Highly liquid money market investments with maturities of one year or less at time of purchase are stated at amortized cost. All other investments are stated at fair value. Market value is used as fair value for those securities for which market quotations are readily available. Interest earned on investments is allocated to all funds on the basis of daily cash and investment balances.

The Authority also participates in an investment pool managed by the State of California, the Local Agency Investment Fund (LAIF), which has invested a portion of the pool funds in structured notes and asset-backed securities. These structured notes and asset-backed securities are subject to market risk as to change in interest rates.

E. Capital Assets

Government-Wide Financial Statements

Capital assets are defined by the Authority as assets having an estimated useful life in excess of one year, and an initial individual cost as follows, depending on the asset type:

Infrastructure	\$ 25,000
Buildings and lease improvements	10,000
Machinery and equipment	5,000
Software (if qualified)	5,000

All capital assets are valued at historical cost or estimated historical cost if actual historical cost is not available. Donated fixed assets are valued at their estimated fair market value on the date donated. Assets acquired under capital leases are capitalized in accordance with generally accepted accounting principles. Major outlays for capital assets and improvements are capitalized as projects are constructed. The costs of normal maintenance and repairs that do not add to the value of the asset or materially extend the asset's useful life are not capitalized.

Santa Cruz Public Libraries Joint Powers Authority
Notes to Basic Financial Statements, Continued
For the year ended June 30, 2011

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES, Continued

E. Capital Assets, Continued

Depreciation is recorded on a straight-line basis over the estimated useful lives of the assets as follows:

Infrastructure	5-100 Years
Buildings and lease improvements	15-50 Years
Machinery and equipment	5-20 Years
Software	5 Years

Fund Financial Statements

The fund financial statements do not present capital assets. Consequently, capital assets are presented as reconciling items in the Reconciliation of the Governmental Funds Balance Sheet to the Government-Wide Statement of Net Assets.

F. Interest Payable

In the Government-Wide Financial Statements, interest payable on long-term debt is recognized as the liability is incurred. Interest payable is not presented in the fund financial statements because the fund financial statements do not present liabilities related to long-term debt.

G. Long-Term Debt

Government-Wide Financial Statements - Long-term debt and other long-term obligations are reported as liabilities in the appropriate activities.

Fund Financial Statements - The fund financial statements do not present long-term debt. Consequently, long-term debt is shown as a reconciling item in the Reconciliation of the Governmental Funds Balance Sheet to the Government-Wide Statement of Net Assets.

H. Net Assets

In the Government-Wide Financial Statements, net assets may be classified in the following categories:

Invested in Capital Assets, net of Related Debt - This amount consists of capital assets net of accumulated depreciation and reduced by outstanding debt that is attributed to the acquisition, construction, or improvement of the assets.

Restricted Net Assets - This amount is restricted by external creditors, grantors, contributors, laws or regulations of other governments.

Unrestricted Net Assets - This amount is all net assets that do not meet the definition of "invested in capital assets, net of related debt" or "restricted net assets."

Santa Cruz Public Libraries Joint Powers Authority
Notes to Basic Financial Statements, Continued
For the year ended June 30, 2011

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES, Continued

I. Fund Balances

GASB Statement No. 54 defines the components of fund balance and classifies it into five categories. Nonspendable fund balance is amounts that are legally or contractually required to be maintained intact, such as the principal of an endowment. Restricted fund balance is amounts that are subject to externally enforceable restrictions, such as those imposed by creditors, grantors or laws. Committed fund balance is amounts whose use is constrained by limitations that the government imposes upon itself by the highest level of decision making body. Assigned fund balance is amounts whose intended use is established by the governing body or its specified delegate. Unassigned fund balance is the excess of total fund balance over the other four categories combined. Prior to the implementation of GASB Statement No. 54, encumbrances were reported in the financial statements as a reservation of fund balance. Encumbrances are now reported as assigned fund balance if they are not already included in nonspendable, restricted or committed fund balance.

J. Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions. These estimates and assumptions affect the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities. In addition, estimates affect the reported amount of expenses. Actual results could differ from these estimates and assumptions.

2. CASH AND INVESTMENTS

The Authority had cash and investments balance of \$813,432 at June 30, 2011. The Authority's funds are pooled with the City's cash and investments in order to generate optimum interest income.

Investments Authorized by the City's Investment Policy

The investments made by the City treasurer are limited to those allowable under State statutes as incorporated into the City's Investment Policy, dated July 12, 2011, which is more conservative than that allowed by the State statute.

The scope of the investment policy includes all activities of the City and the following reporting entities:

- City of Santa Cruz
- City of Santa Cruz Redevelopment Agency
- Santa Cruz Public Improvement Financing Corporation
- Santa Cruz Public Financing Authority

Under provisions of this policy, the City is authorized to invest in the following types of investments:

- Money market accounts deposited with a nationally or state-chartered bank.
- Bonds issued by the City. Purchases of this type shall not exceed five years to maturity.

Santa Cruz Public Libraries Joint Powers Authority
Notes to Basic Financial Statements, Continued
For the year ended June 30, 2011

2. CASH AND INVESTMENTS, Continued

Investments Authorized by the City's Investment Policy, Continued

- U.S. Treasury bills, notes, bonds, or certificates of indebtedness, or those securities backed by the full faith and credit of the U.S. Government with maturities not to exceed five years.
- Obligations, participations, or other instruments of, or issued by, a Federal agency or a United States government-sponsored enterprise with maturities not to exceed five years.
- Bankers' acceptances with a term not to exceed 180 days' maturity or 40% of the City's portfolio.
- Nonnegotiable and nontransferable certificates of deposit issued by the following types of financial institutions which have branch office locations within Santa Cruz County: a nationally or state-chartered bank, state or federal credit union, or a state-licensed branch of a foreign bank. Purchases may not exceed 30% of the City's portfolio with no more than 5% of the portfolio deposited with a single issuer.
- State of California Local Agency Investment Fund as long as the total amount of City and Agency combined funds invested does not exceed the limit set by LAIF.
- Shares of beneficial interest issued by diversified management companies investing in authorized securities and obligations (e.g., money market mutual funds). Purchases shall not exceed 20% of the City's portfolio with no more than 10% of the portfolio in a single mutual fund.
- Repurchase agreements with primary dealers of the Federal Reserve with specific terms and conditions. The market value of securities that underlie a repurchase agreement shall be valued at 102% or greater of the funds borrowed against those securities, and the value shall be adjusted no less than quarterly. Securities that can be pledged for collateral consist only of investments permitted within this policy with a maximum maturity of five years. Purchases shall not exceed 92 days to maturity and 20% of the portfolio.
- Internal financing pool established for the purpose of providing loans to City departments or funds for significant one-time purchases. Investments in the pool shall not exceed the lesser of \$10 million or 10% of the City's portfolio.

Bond proceeds held by fiscal agents to be used only for specific capital outlay, payments of certain long-term debt and maintaining required reserves are invested in accordance with the requirements and restrictions of the City's investment policy unless provided for otherwise by the City Council or Redevelopment Agency Board and as permitted by specific State statutes, applicable City ordinance or resolution, and bond indenture requirements.

Investment in State Investment Pool

The City is a participant in LAIF, which is regulated by California Government Code Section 16429 under the oversight of the Treasurer of the State of California. The City's investments with LAIF at June 30, 2011, included a portion of the pool funds invested in Structured Notes and Asset-Backed Securities:

Structured Notes: debt securities (other than asset-backed securities) whose cash flow characteristics (coupon rate, redemption amount, or stated maturity) depend upon one or more indices and/or that have embedded forwards or options.

Santa Cruz Public Libraries Joint Powers Authority
Notes to Basic Financial Statements, Continued
For the year ended June 30, 2011

2. CASH AND INVESTMENTS, Continued

Investment in State Investment Pool, Continued

Asset-Backed Securities: generally mortgage-backed securities that entitle their purchasers to receive a share of the cash flows from a pool of assets such as principal and interest repayments from a pool of mortgages (for example, Collateralized Mortgage Obligations) or credit card receivables.

As of June 30, 2011, the City had \$53,930,578 invested in LAIF accounts, which had invested 5.006% of the pool investments in structured notes and asset-backed securities as compared to 5.413% in the previous year. The City's share of structured notes and asset-backed securities due to its holdings in LAIF amounted to approximately 1.695% of investments at June 30, 2011.

Interest Rate Risk

In accordance with its investment policy, the City manages its exposure to declines in fair values by limiting the weighted average maturity of its investment portfolio to two and one-half (2 ½) years or less. The City is in compliance with this provision of the investment policy with a weighted average maturity of 402 days at June 30, 2011.

Investments with Fair Values Highly Sensitive to Interest Rate Fluctuations

Investments in callable bonds are investments that, although having clearly defined maturities, allow for the issuer to redeem or call such bonds earlier than their respective maturity dates. The investor must then replace the called bonds with investments that may have lower yield than the original bonds. As a result, the fair value of the callable bonds is highly sensitive to changes in interest rates. As of June 30, 2011, the City held \$40,926,196 in callable securities, which amounted to approximately 25.71% of investments at June 30, 2011. The investment policy limits the purchase of callable U.S. Agency instruments to discreet calls and those that pay 100% of the principal at the redemption date. In addition, purchases of callable U.S. Agency instruments are not to exceed 30% of the value of the portfolio. The City is in compliance with these provisions of the investment policy.

Credit Risk

This is the risk that an issuer or other counterparty to an investment will not fulfill its obligations. The City manages credit risk by evaluating and pre-qualifying banks and primary dealers and by investing in securities with top ratings issued by nationally recognized statistical rating organizations. The City's investment policy requires that the management company of mutual funds must have attained the highest ranking or the highest letter and numerical rating provided by not less than two nationally recognized statistical rating organizations. Although the investment in the Dreyfus California AMT-Free Muni Fund is not rated, and therefore, not in compliance with the City policy, it was authorized by City Council and City Officials as a necessary investment to preserve the tax-exempt status of the related bond proceeds.

Santa Cruz Public Libraries Joint Powers Authority
Notes to Basic Financial Statements, Continued
For the year ended June 30, 2011

2. CASH AND INVESTMENTS, Continued

Concentration of Credit Risk

The City's investment policy states that not more than 25% of the portfolio shall be invested in any one entity or any one instrument to protect the City from concentration of credit risk, with the following exceptions: U.S. Treasury Obligations and the external investment pool (LAIF). In addition, purchases of mutual funds must not exceed 20% of the value of the portfolio. Purchases in a single mutual fund may not exceed 10% of the value of the portfolio. The City is in compliance with these provisions of the investment policy.

3. CAPITAL ASSETS

A. Government-Wide Financial Statements

At June 30, 2011, the Authority's capital assets consisted of the following:

	Balance July 1, 2010	Additions	Deletions	Balance June 30, 2011
Non-depreciable assets:				
Construction In Progress	\$ 78,918	\$ 23,311	\$ (30,876)	\$ 71,353
Total non-depreciable assets	78,918	23,311	(30,876)	71,353
Depreciable assets:				
Infrastructure	579,683	-	-	579,683
Buildings	1,758,907	-	-	1,758,907
Lease improvements	259,124	-	-	259,124
Machinery and equipment	1,617,209	30,876	-	1,648,085
Software	61,760	-	(57,777)	3,983
Total depreciable assets, at cost	4,276,683	30,876	(57,777)	4,249,782
Total capital assets	4,355,601	54,187	(88,653)	4,321,135
Less accumulated depreciation:				
Infrastructure	(191,370)	(26,522)	-	(217,892)
Buildings	(853,447)	(87,640)	-	(941,087)
Lease improvements	(178,220)	(15,171)	-	(193,391)
Machinery and equipment	(1,478,466)	(37,218)	-	(1,515,684)
Software	(61,760)	-	57,777	(3,983)
Total accumulated depreciation	(2,763,263)	(166,551)	57,777	(2,872,037)
Total capital assets, net	\$ 1,592,338	\$ (112,364)	\$ (30,876)	\$ 1,449,098

Purchases of books are recorded as expenditures when acquired and are not included in capital assets.

Depreciation expense of the governmental activities for the year ended June 30, 2011, was \$166,551.

Santa Cruz Public Libraries Joint Powers Authority
Notes to Basic Financial Statements, Continued
For the year ended June 30, 2011

3. CAPITAL ASSETS, Continued

B. Fund Financial Statements

The fund financial statements do not present general government capital assets; consequently, capital assets are shown as a reconciling item in the Reconciliation of the Governmental Funds Balance Sheet to the Government-Wide Statement of Net Assets.

4. LONG-TERM DEBT

A summary of long-term debt transactions for the year ended June 30, 2011, is as follows:

Description	Balance			Balance June 30, 2011	Classification	
	July 1, 2010	Additions	Deletions		Due within one year	Due in more than one year
City of Santa Cruz Loan	\$ 391,140	\$ -	\$ (40,961)	\$ 350,179	\$ 43,009	\$ 307,170
2004 Library Debt to County	120,880	-	(40,293)	80,587	40,293	40,294
Total	\$ 512,020	\$ -	\$ (81,254)	\$ 430,766	\$ 83,302	\$ 347,464

City of Santa Cruz Loan

In September of 2008, the Authority executed a loan agreement with the City for \$467,303 related to the costs of the Authority's tenant improvements at the Union Locust building. The loan will be repaid over ten years, with an annual interest rate of 5%. The annual debt service payment on this loan is fixed at \$60,518 and payments began in January of 2009. The principal balance outstanding at June 30, 2011, was \$350,179.

The annual installment payments remaining on this loan at June 30, 2011, are as follows:

Year Ending June 30	Principal	Interest	Total
2012	\$ 43,009	\$ 17,509	\$ 60,518
2013	45,159	15,359	60,518
2014	47,417	13,101	60,518
2015	49,788	10,730	60,518
2016	52,278	8,240	60,518
2017-2018	112,528	8,508	121,036
Total	\$ 350,179	\$ 73,447	\$ 423,626

Santa Cruz Public Libraries Joint Powers Authority
Notes to Basic Financial Statements, Continued
For the year ended June 30, 2011

4. LONG-TERM DEBT, Continued

2004 Library Debt to County

On April 26, 2004, the Authority entered into an agreement with the County to repay an overpayment received due to a distribution error from the County. Payments began in August of 2005 and consist of fixed annual principal payments of \$40,293 plus interest. The interest rate is based upon the LAIF interest rate used by both parties and varies year to year. The interest portion listed below is estimated based on the average monthly effective yields of the LAIF rate, which was 0.514% for 2011. The principal balance outstanding at June 30, 2011 was \$80,587.

The annual installment payments remaining on this agreement at June 30, 2011, are as follows:

Year Ending June 30,	Principal	Interest	Total
2012	\$ 40,293	\$ 414	\$ 40,707
2013	40,294	207	40,501
Total	\$ 80,587	\$ 621	\$ 81,208

5. RELATED PARTY TRANSACTIONS

The cities of Santa Cruz and Watsonville and the County of Santa Cruz are required to provide funding to the Santa Cruz County Library Financing Authority in accordance with the maintenance of effort agreement. The net revenues received by the County Library Financing Authority are then passed through to the Library Joint Powers Authority (Authority) and the City of Watsonville based on a prescribed formula. For fiscal year 2011, the Authority's share of the revenues is \$5,181,372 or 77.50%. Distribution of the member contributions are as follows:

Contributing Member Agencies	County Library Financing Authority Contributions	Less: Miscellaneous Costs	Net Contributions	Library Joint Powers Authority Share (77.50%)	City of Watsonville Library Share (22.50%)
City of Santa Cruz	\$ 1,394,751	\$ (2,984)	\$ 1,391,767	\$ 1,078,619	\$ 313,148
City of Watsonville	541,684	(866)	540,818	419,134	121,684
County of Santa Cruz	4,753,057	-	4,753,057	3,683,619	1,069,438
Total	\$ 6,689,492	\$ (3,850)	\$ 6,685,642	\$ 5,181,372	\$ 1,504,270

Santa Cruz Public Libraries Joint Powers Authority
Notes to Basic Financial Statements, Continued
For the year ended June 30, 2011

6. DUE FROM OTHER GOVERNMENTS

Due from other governments include anticipated grant reimbursements from the State for incurred expenditures, funding for Library operations from the County Library Financing Authority, and prorated share of the loan receivables from the internal financing pool of the City of Santa Cruz. Amounts due are as follows:

	<u>FY 2011</u>
County of Santa Cruz	\$ 416,583
State of California - First 5 Grant	589
City of Santa Cruz	<u>1,256</u>
Total	<u><u>\$ 418,428</u></u>

7. COMMITMENTS AND CONTINGENCIES

A. Commitments

As of June 30, 2011, the Authority had the following commitments:

<u>Project/Service</u>	<u>Amount</u>
Consultant services for the Library transition to new service model	\$ 9,000
Consultant services for the open software (ILS) project	<u>75,000</u>
	<u><u>\$ 84,000</u></u>

B. Contingencies

In the opinion of Authority's management, there were no additional outstanding matters that would have a significant effect on the financial position of the operations of the Authority at June 30, 2011.

8. RETIREMENT PLANS

Pension Plan

Authority's employees are covered under the City's participation in the State of California's Public Employees Retirement System (PERS).

The City contributes to PERS, an agent multiple-employer public employee retirement system, that acts as a common investment and administrative agency for participating public entities within the State of California.

The benefit provisions and all other requirements are established by State statute and City ordinance.

Santa Cruz Public Libraries Joint Powers Authority
Notes to Basic Financial Statements, Continued
For the year ended June 30, 2011

8. RETIREMENT PLANS, Continued

The Authority assumes its share of pension costs based upon rates established by PERS for the City's general employees. No separate pension benefit obligation is calculated for the Authority; accordingly, no obligation is presented herein. Further information regarding the City's participation in PERS may be found in the City's basic financial statements.

9. FUND BALANCE

In fiscal year 2011, the Authority implemented GASB Statement No. 54, *Fund Balance Reporting and Governmental Fund Type Definitions*, and the Authority approved a fund balance policy that recognized five fund balance classifications: *nonspendable, restricted, committed, assigned and unassigned*.

Under the Authority's fund balance reporting policy, the order of fund balance classification within each fund is determined by the fund's total nonspendable amount and remaining fund balance. All nonspendable funds, such as inventories and prepaid expenditures, must always be classified first, even if this action creates a deficit unassigned fund balance, and classifying funds under the remaining categories is not allowable if the action creates a deficit unassigned fund balance. The Authority's policy established that, unless prohibited by legal requirements, the following fund balance category order should be used when classifying any remaining funds: *restricted, committed, assigned and unassigned*.

The Library Joint Powers Authority has been established as the highest authority for fund balance commitments. The approval of fund balance assignments and the classification of fund balance amounts have been delegated to the Director of Libraries.

In addition, the Board approved a establishment of a stabilization arrangement to cover cash flow issues and unexpected expenditures in future fiscal years. This amount is equal to the remaining fund balance in the JPA Operating Fund at June 30, 2011, and totals \$1,453,348. This amount is included in unassigned fund balance.

The following table shows the classification of the Authority's fund balances at the end of June 30, 2011:

Fund Balance Category	General Fund
Committed for:	
Technology improvements	\$ 4,819
New Felton branch	1,146
Unassigned	1,463,360
Total Fund Balances	<u>\$ 1,469,325</u>

11. OTHER INFORMATION

In April of 2011, the Authority approved a new service model for the Library system. Among other things, this new model will change the way services are provided, improve technology at the branches, build up reserves and increase the number of hours that the branches are open. The new model will also result in changing the classification of Library positions, reducing some employees' hours and laying off certain employees. The implementation of the first phase of the new service model is anticipated to take place in January of 2012.

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REQUIRED SUPPLEMENTARY INFORMATION

Santa Cruz Public Libraries
Required Supplementary Information
For the year ended June 30, 2011

Budgetary Comparison Schedule, General Fund

	Budgeted Amounts		Actual Amounts (GAAP Basis)	Variance with Final Budget Positive (Negative)
	Original	Final		
REVENUES:				
Taxes	\$ 5,321,475	\$ 5,321,475	\$ 5,667,332	\$ 345,857
Intergovernmental	5,289,951	5,322,475	5,295,370	(27,105)
Charges for services	18,890	18,890	13,188	(5,702)
Fines and forfeitures	225,000	225,000	239,058	14,058
Use of money and property	141	14,141	18,819	4,678
Other revenues	122,255	166,262	306,708	140,446
Total revenues	10,977,712	11,068,243	11,540,475	472,232
EXPENDITURES:				
Current:				
Personnel services	7,709,440	7,709,440	7,511,402	198,038
Services, supplies, and other charges	3,034,139	3,147,813	2,871,468	276,345
Debt service:				
Principal	81,254	81,254	81,254	-
Interest	23,100	23,100	20,535	2,565
Capital outlay	-	73,000	23,311	49,689
Total expenditures	10,847,933	11,034,607	10,507,970	526,637
REVENUES OVER (UNDER) EXPENDITURES	129,779	33,636	1,032,505	998,869
OTHER FINANCING SOURCES (USES):				
Transfers out - interagency	-	-	(74,962)	(74,962)
Total other financing sources (uses)	-	-	(74,962)	(74,962)
NET CHANGE IN FUND BALANCE	129,779	33,636	957,543	923,907
BUDGETARY FUND BALANCES:				
Beginning of year	511,782	511,782	511,782	-
End of year	\$ 641,561	\$ 545,418	\$ 1,469,325	\$ 923,907

Santa Cruz Public Libraries
Required Supplementary Information
For the year ended June 30, 2011

1. BUDGETARY BASIS OF ACCOUNTING

An annual budget is adopted by the Authority on or before June 30 for the fiscal year beginning July 1. The annual budget process begins in February with a public hearing, at which time the Board considers service and budget priorities for the following year. The Director of Libraries then prepares a proposed budget, based upon the service priorities and revenue estimates. The proposed budget is made available to the public for review prior to a public hearing in May of each year. At this hearing, the Board can request supplemental information from the Director of Libraries. This supplemental information, plus an update on available financing for the Library System is presented to the Board for review prior to final budget adoption.

Administratively, the Authority's budget is managed under the policies and procedures of the City. The Director of Libraries is authorized to approve appropriation transfers up to a specified amount; however, any new appropriation requires approval by the Authority Board. Several supplemental appropriations that were necessary during the year are reflected in the final budgeted amounts. Expenditures may not legally exceed appropriations at the department level.

All annual operating appropriations lapse at fiscal year end, except for amounts legally encumbered at year end. Encumbrance accounting, under which purchase orders, contracts, and other commitments for the expenditure of monies are recorded in order to reserve that portion of the applicable appropriation, is employed as an extension of formal budgetary integration in governmental fund types. Encumbrances outstanding at year-end are reported as restricted, committed or assigned fund balance since they do not constitute expenditures or liabilities, and re-appropriations in the subsequent year provide authority to complete these transactions as expenditures.

In addition, project-length (or non-lapsing) budgets are adopted for capital improvements and other projects, and grant-funded projects or programs that may not be completed within the fiscal year during which the budget appropriation for the project or program originates. Under these circumstances, the appropriation continues until project or program completion, or unless the appropriation is subsequently amended or rescinded by the Authority Board.

Budgets are adopted each year for the General Fund. This budget is prepared on a basis consistent with GAAP.

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SUPPLEMENTARY INFORMATION

Santa Cruz Public Libraries
Combining Balance Sheet
Library Operating Funds*
June 30, 2011

	Library Operating Funds					Total Library Operating Funds
	Library JPA Operating	Contingency Reserve	Technology Reserve	Capital Projects Reserve	Felton Branch Reserve	
ASSETS						
Cash and cash equivalents	\$ 797,511	\$ 9,504	\$ 4,802	\$ 473	\$ 1,142	\$ 813,432
Interest receivable	3,485	20	10	1	2	3,518
Taxes receivable	511,062	-	-	-	-	511,062
Due from other governments	418,405	13	7	1	2	418,428
Total assets	\$ 1,730,463	\$ 9,537	\$ 4,819	\$ 475	\$ 1,146	\$ 1,746,440
LIABILITIES AND FUND BALANCES						
Liabilities:						
Accounts payable and other current liabilities	\$ 261,801	\$ -	\$ -	\$ -	\$ -	261,801
Deferred revenue	15,170	-	-	-	-	15,170
Deposits payable	144	-	-	-	-	144
Total liabilities	277,115	-	-	-	-	277,115
Fund Balances:						
Unrestricted:						
Committed	-	-	4,819	-	1,146	5,965
Unassigned	1,453,348	9,537	-	475	-	1,463,360
Total fund balances	1,453,348	9,537	4,819	475	1,146	1,469,325
Total liabilities and fund balances	\$ 1,730,463	\$ 9,537	\$ 4,819	\$ 475	\$ 1,146	\$ 1,746,440

*The "Library Operating Funds" constitute sub-funds of the General Fund of the Santa Cruz Public Libraries Joint Powers Authority.

Santa Cruz Public Libraries
Combining Statement of Revenues, Expenditures and Changes in Fund Balances
Library Operating Funds*
For the year ended June 30, 2011

	Library Operating Funds					Total Library Operating Funds
	Library JPA Operating	Contingency Reserve	Technology Reserve	Capital Projects Reserve	Felton Branch Reserve	
REVENUES:						
Sales and use tax	\$ 5,667,332	\$ -	\$ -	\$ -	\$ -	\$ 5,667,332
Charges for services	11,187	-	-	-	-	11,187
Federal grants	39,024	-	-	-	-	39,024
State grants	74,973	-	-	-	-	74,973
Local grants	24,500	-	-	-	-	24,500
Maintenance of effort	5,181,373	-	-	-	-	5,181,373
Room rentals	2,001	-	-	-	-	2,001
Fines and forfeitures	239,058	-	-	-	-	239,058
Investment income	18,695	78	39	4	3	18,819
Contributions and donations	165,387	-	-	-	-	165,387
From private trusts	15,190	-	-	-	-	15,190
Other miscellaneous revenues	101,631	-	-	-	-	101,631
Total revenues	11,540,351	78	39	4	3	11,540,475
EXPENDITURES:						
Current:						
Personnel services	7,511,402	-	-	-	-	7,511,402
Services, supplies, and other charges	2,871,468	-	-	-	-	2,871,468
Debt service:						
Principal	81,254	-	-	-	-	81,254
Interest	20,535	-	-	-	-	20,535
Capital outlay	23,311	-	-	-	-	23,311
Total expenditures	10,507,970	-	-	-	-	10,507,970
REVENUES OVER (UNDER) EXPENDITURES	1,032,381	78	39	4	3	1,032,505
OTHER FINANCING SOURCES (USES):						
Transfers out	(74,962)	-	-	-	-	(74,962)
Total other financing sources (uses)	(74,962)	-	-	-	-	(74,962)
Net change in fund balances	957,419	78	39	4	3	957,543
FUND BALANCES:						
Beginning of year	495,929	9,459	4,780	471	1,143	511,782
End of year	\$ 1,453,348	\$ 9,537	\$ 4,819	\$ 475	\$ 1,146	\$ 1,469,325

*The "Library Operating Funds" constitute sub-funds of the General Fund of the Santa Cruz Public Libraries Joint Powers Authority.

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STAFF REPORT

DATE: November 30, 2011
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries ⁿ
RE: Facilities Planning

RECOMMENDATION: LJPB provides direction on how to proceed.

SUMMARY

The FY2011/12 budget includes funding for a facilities plan. The LJPB had expressed interest in seeing the scope for the RFP in September then tabled the discussion until December. This report outlines the various issues surrounding facilities planning for the system and provides one possible timeline for proceeding.

BACKGROUND

In following up with several board members individually since the September meeting, it is apparent that there is not a clear and consistent understanding of how facilities are funded and supported.

When the JPA was formed in 1996, the existing facilities all became part of the Santa Cruz Public Library System (SCPL) but ownership was retained by the individual jurisdictions.

- Aptos, Boulder Creek and Live Oak are owned by the County. There are no current lease agreements in effect.
- Scotts Valley is owned by the City of Scotts Valley and the JPA has a lease with the City of Santa Cruz as a designated agent of the County.
- Capitola is owned by the city of Capitola and the JPA has a lease directly with the City of Capitola.
- Downtown, Branciforte and Garfield Park are owned by the City of Santa Cruz. There are no current lease agreements in effect.
- Felton and La Selva Beach are leased by the JPA from landlords (The Belardi Board and La Selva Beach Recreation District, respectively).

Each jurisdiction or landlord pays the property insurance for its properties with the exception of Downtown. All the jurisdictions support the property insurance for the Downtown branch in recognition of its value as an extra-large resource to the entire system.

Support for structural maintenance varies by facility while the JPA pays for ongoing maintenance such as janitorial and minor repairs. However, major repairs are also most often paid for by the District. Some examples of who has paid for what in recent years:

- Leaking roof that led to mold damage in Aptos cost the JPA about \$30,000
- Expanded parking lot for Aptos cost the JPA \$330,000 (\$50,000 from the Kemme Trust and \$280,000 from reserves)
- Roof replacement in La Selva Beach was paid for by the landlord
- Boiler repairs and leaking pipes at the Downtown Branch were paid for by the JPA. (no dollar amount as this is currently ongoing)
- When trees needed to be removed Downtown along with sidewalk and patio repairs, the City of Santa Cruz bore the majority of the costs with the Library District contributing for the patio repairs only.
- The City of Capitola pays for all but janitorial maintenance.
- The JPA paid for asbestos abatement at the Downtown branch in 1998.

As the facilities continue to age, it is obvious that more and more expensive capital and structural maintenance will be needed. Since the JPA currently seems to be paying for these types of expenses, it is in the JPA's best interest to ensure that all the facilities are in as good and modern condition as possible. It is actually more fiscally responsible to have newer facilities so whatever the JPA can do to encourage jurisdictions to replace aging systems, renovate or build new facilities where necessary, will ultimately benefit the JPA.

The LJPB passed a resolution in 2008 stating that the highest priority facility and the next to be built would be Felton This, however, did not take into account the autonomy that each jurisdiction enjoys or is legally obligated to with regard to library facilities within each jurisdiction.

The service model adopted by the LJPB in April 2011 recognized the need for a minimum of interior renovation in all but the newest branch, Scotts Valley, in order to take best advantage of efficiency creating services such as self-checkout and single point of service. Both have or are being implemented using existing building configurations but to get the most out of each, minor to major modifications are needed in the nine facilities. Scotts Valley was designed and built with these services in mind.

The last Facilities Master Plan was completed in FY2008-2009 and covered the time period through FY2012-2013. A copy of this plan is attached. There are several interesting observations about this report:

- Service populations were based on the 2000 census. The 2010 data is now available.
- The service model described in this plan is no longer valid.
- Only a very few elements of the plan were ever realized; primarily due to the downturn in the economy.
- There seems to be an acceptance that the JPA is totally responsible for the facilities although there is no evidence of this in any of the JPA documentation.

It is clear from this document that the LJPB has supported facilities planning in the past and FY2012-13 is fast approaching.

DISCUSSION

In the past 2.5 years we have developed a strategic plan for library service to our community and developed a revolutionary service model that, when it succeeds, will establish a new normal for public libraries. Both these concepts are reflected in the Strategic Plan strategic objective of a Welcoming Place:

“A WELCOMING PLACE

People of all ages and backgrounds will find safe, comfortable, welcoming and customer-focused physical and virtual spaces which reflect the character of the community and which deliver a 21st century library experience.

- People of all ages find their branch (physical and virtual) to be a welcoming place.
- People of all ages will define the level of service they need and want.”

To help achieve this objective, all task force service model alternatives and the approved Compromise Model provided some funding over the next few years to make minor modifications in each facility to maximize efficiency and to provide services most effectively according to the new service model. Clearly several of the facilities could use more major modifications in order to be considered a “welcoming place.”

It is clear that the JPA should be responsible for identifying what the physical needs are for each facility. In this way, whoever is ultimately determined to be responsible for making sure these facility needs are met; has a clear idea what the Library needs in order to provide services to the community as determined by the LJPB. Facilities need to be not only clean but safe and healthy or the District cannot operate them.

To this end, it is important that we begin analyzing what is needed- scale and scope, short and long term, so that we can move forward in an organized and fair fashion. It is important to be able to plan for new roofs, parking lot repaving, systems failing (HVAC, etc). In order to know how much funding is needed for such purposes, it is first necessary to know what might need to be done and when to expect that. The following is a short description by branch what it is proposed be studied in a facilities improvement plan:

Aptos: Short term: flexible use of the meeting room, reconfigure for efficient single point of service. Long term: facility too small for level of use.

Boulder Creek: Short term: modification for after hours use of meeting room, reconfigure for efficient single point of service. Long term: Facility is 25 years old-general review

Branciforte: Short term: restore meeting room or create flexible space, new furniture- teens and kids in particular. Long term: Facility is aging- general review

Capitola: Short term: reconfigure for efficient single point of service. Long term: New building needed- City of Capitola waiting for RDA outcome at State level so no planning needed by JPA at this point.

Downtown: Short term: reconfigure for efficient single point of service on one floor if possible, improved teen space, new furnishings. Long term: Major changes needed as building and systems therein are almost 50 years old.

Felton: Short term: review again the accessibility issue, reconfigure for efficient single point of service. Long term: new facility is needed- determine general estimate of amount needed

Garfield Park: Short term: reconfigure for efficient single point of service; possible creation of a meeting room or at least a study room. Long term: Facility is aging- general review.

La Selva Beach: Short term: possible reconfiguration as non-dewey branch, display/browsing maximization (have a designated trust fund, Friends chapter and possible grant funding available)

Live Oak: Short term: reconfigure for efficient single point of service; possible creation of a meeting room/flexible space or at least a study room. Long term: analysis of HVAC options for greater efficiency and lower costs

Scotts Valley: Short term: review what could work better. Long term: estimate of when it might be necessary to expand into final third of the building

Most of what will be studied does appear to be in the purview of what the JPA is likely to consider its scope of responsibility. Beginning in FY13, the service model budget includes \$35,000 in FY13 and \$20,000 in FY14 to pay for facilities improvements to support the new service model.

This report covers a lot of background information. To address the Board's concerns with proceeding with facilities planning to ensure the success of the new service model and address the objectives set forth in the strategic plan, the following timeline is offered for consideration:

By February 15, 2012	Study issue as determined necessary by the LJPB and give direction to proceed.
By April 30, 2012	Issue RFP
By September 30, 2012	Conduct study
By December 10, 2012	LJPB review study and prioritize adopted recommendations

**Facilities Master Plan for the Santa Cruz City County Library System
FY 2008-09 - FY 2012-13**

LIBRARY FACILITIES MASTER PLAN: a jurisdiction-wide plan detailing the anticipated need for new and/or remodeled public library facilities for a specified period of time.

In 2005 the Library Joint Powers Authority Board revised its Standards for Library Services and Facilities. Previous planning documents were reexamined and updated where appropriate, making them more flexible in a time of rapid technological change.

The Library System achieved relative financial stability in FY 1997-98 with the passage in 1996 of a countywide sales tax that was made permanent by the voters in 2008. In the last decade many long-deferred maintenance projects have been accomplished. The County Redevelopment Agency has constructed a popular new branch in Live Oak, and the Library has renovated and expanded its Garfield Park Branch.

However, much work remains to be done. The purpose of this Master Plan is to outline that work and set a five year timeline for accomplishing it.

Financing Facilities Development

There is no question that the plans set forth will cost substantially more money than the City-County Library System can raise from current revenue sources. The Library Joint Powers Board will therefore need to consider the funding options. Among them is seeking voter approval for a measure specifically tailored to anticipated capital projects. Or, it could choose to wait for funding from a State Public Library Construction Bond. It could also seek grant and other private funding. Two of the needed construction projects, Scotts Valley and Capitola, will be funded through County RDA agreements by cities in the System service area.

Assumptions in the Facilities Development Plan

This Facilities Development Master Plan is the guide for implementing the Standards identified and the plans and commitments already made. The Plan is organized by geographic service area. Existing and planned facilities are described. A section on the facilities needs for System Services is included. A Timeline, a Current Facilities Overview, and a summary of Additional Square Footage Needed are the last Plan sections.

In 2005 the Library Joint Powers Authority Board agreed that what was then called the Tier System of Branch Services continues as an appropriate means for configuring Library Service in the Santa Cruz County service area. The name has been changed to the Branch Service Framework in order to emphasize that it is flexible and can be adapted to meet community needs. A description is contained in [Appendix A](#) of this document.

In keeping with the flexible nature of the Standards for Library Services and Facilities, the Branch Services Area population figures are rough projections at best. Census data does not easily adapt to Branch service areas, and library use by the people of Santa Cruz County is as often based on where the patron works, shops, or does other routine errands as on residence. The Population Projections are contained in [Appendix B](#).

San Lorenzo Valley Service Area

The San Lorenzo Valley, located in the Santa Cruz Mountains, is home to the unincorporated communities of Boulder Creek, Brookdale, Ben Lomond, Felton, Zayante/Lompico, and Mount Hermon. Felton, located on Highway 9, is the gateway community to this river valley of 28,000 residents. The Valley is served by branches in Felton and Boulder Creek, plus a regional facility in Scotts Valley.

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FELTON BRANCH LIBRARY
6299 Gushee Street, Felton

Background

Felton Branch library service dates back to 1942, when a small collection was established in the community hall. In 1956 the Branch moved to its current site, a deconsecrated church dating from 1893. The Belardi Memorial Board, to whom the Library System pays rent, holds the former church in trust. The Branch serves the communities listed above and also includes the unincorporated area of Bonny Doon, a community of 1,500 located to the west of San Lorenzo Valley. Several schools are located in Felton including a K-12 public school system serving 2,500 SLV valley students, numerous charter and home school programs, and private academies. A senior center is located in Ben Lomond. Plans for a new branch building were developed in 2002 but were shelved due to lack of funds.

Existing Space and Services

The Belardi building is 1,250 square feet. There is no disabled access, staff workspace, or storage area. A unisex bathroom is located at the foot of the bell tower. Only street parking is available. Entrance involves walking up two sets of stairs making access difficult for seniors and parents with young children. There are 5 computers for public use and little space for study carrels or for comfortable seating. A popular story hour is held weekly in spite of the small children's area. Public school class visits are not possible due to the small space. The collection of 17,500 items is crowded and inadequate for the service population. Open 44 hours per week, the branch averages 23 visits per open hour.

Due to the gross inadequacies of the present branch the Library Joint Powers Board adopted a resolution in April 2008 setting the Felton Branch as the Library System's highest capital project priority.

Recommendation

The Library System's standards require that the existing Felton Branch be replaced with a facility that meets the needs of a diverse population. A Neighborhood Branch of at least 8,000 square feet is required, and (based on community workshops) interior space should be as flexible as possible, with emphasis placed on meeting the needs of preschoolers, school-aged youngsters through high school, and the desire of the whole community for an informal and comfortable gathering place.

Project Status

A local family has offered the gift of a site on Gushee Street in downtown Felton next to the Post Office for the replacement branch. It is easily accessible by bike, foot, and bus. The site has the capacity for an 8,000-9,000 square foot facility.

In 2008, the Felton Task Force, appointed by the LJPB, began working with architect Teall Messer on incorporating community design comments into a design. As requested by the board, this will lead to a cost estimate. A county planner has been assigned to the project.

A local citizens group, Felton Library Friends, a chapter of the Friends of the Santa Cruz Public Library, was established in the summer of 2005 to support the new Felton Branch project. Felton Library Friends has committed to work on raising money within the community and through foundations outside of the community, for furnishings, art, and amenities.

When total cost estimates are available, the Library Joint Powers Authority Board will need to make decisions regarding how to fund the construction costs of the replacement facility.

000081

BOULDER CREEK BRANCH LIBRARY
13390 West Park Avenue, Boulder Creek

Located in the northernmost town of the San Lorenzo Valley, the branch is a 4,600 square foot facility built in 1985 with county funds. The Branch houses 26,800 items. It is open 44 hours per week, and averages 23 visitors per open hour. It has a homework center for youngsters, and a total of 10 computers for public use.

The Branch site requires constant attention to issues such as erosion and run off, but no expansion or changes to the branch are anticipated at this time.

Scotts Valley Service Area

The City of Scotts Valley is a growing community strategically located on the Highway 17 passage over the hill to Silicon Valley. It is a shopping destination for people from the surrounding unincorporated areas, as well as those commuting to the San Jose area. The Library System has one regional branch in the area.

SCOTTS VALLEY BRANCH LIBRARY
230-D Mt. Hermon Road, Scotts Valley

Background

The Library System has maintained a Branch in the City of Scotts Valley since 1953--thirteen years prior to the city's incorporation. The 1950 population of about 2,000 has grown to nearly 12,000 people according to the latest Census. The Branch is currently used by people from all over the County, but especially from the San Lorenzo Valley and other parts of the unincorporated area. Although this use may change as library services in Felton are improved, Scotts Valley's location makes it an excellent site to house Regional Branch collections.

Existing Space and Services

The Branch currently occupies 5,300 rental square feet in a Scotts Valley shopping center. It is open 48 hours per week, has an electronic homework center, and a total of 12 computers for public use. Visitors average 48 per open hour, making it one of the busiest branches in the System. There are 49,800 items in the Branch collection. With the exception of signage, the Branch is ADA compliant. However, it lacks sufficient space for the collections and staff that would support its Regional Branch service mission.

Recommendation

To meet the Library System standards for a Regional Branch, a facility of at least 12,500 square feet is required. Space for young people should be a high priority for the interior design.

Project Status

According to the terms of a Redevelopment Agreement with the County of Santa Cruz, the City of Scotts Valley is obligated to build a 12,500 square foot facility to be operated by the Library System. Some years ago the Library Joint Powers Board requested that 1,200 to 1,500 square feet be added to the building to support the System Outreach Program. This addition is no longer necessary.

The City of Scotts Valley is now (2008) engaged in a town center development project, of which the branch library is an integral part. The Library System staff looks forward to participating in the planning for the new building.

City of Santa Cruz Service Area

The City of Santa Cruz is the County seat and the Library System has three facilities there: the main library (called the Downtown Branch) and the Branciforte and Garfield Park Branches.

DOWNTOWN BRANCH LIBRARY

224 Church Street, Santa Cruz

Background

Public library service began in the City of Santa Cruz in the 1880's. In 1904 the library moved to a Carnegie Building at Center and Church Streets, across from City Hall, which it occupied until the 1960's. In 1968 a new 44,000 square foot facility on the site of the original Carnegie was finally opened. Until 1997 it served as both the main library and the administrative and technical services headquarters for the Library System. At that time various System functions moved to separate space. The Downtown Branch remains the lead public service facility for the City-County System. It also houses certain System services, including Network Access Services (the automation staff and equipment) and the Friends of the Santa Cruz Public Libraries, Inc.

Existing Space and Services

The Downtown Branch has been cosmetically renovated and upgraded a number of times in its more than thirty year life, as service and infrastructure needs have changed. Confronting a major crowding problem in 1997, the Library Joint Powers Board elected to rent additional space rather than expand the existing library. The primary reason for this decision was that planning, design, and construction of additional space would occupy too much staff time when other projects required immediate action.

The Administrative and Technical Services Divisions, as well as the System Outreach Program, were moved away, and for the first time in many years there was room at the Downtown Branch for staff offices, added collections, and more public access computer terminals.

Since 1998 the Joint Powers Board and staff have concentrated on accomplishing deferred maintenance tasks (new carpet, roof work, exterior and interior repainting, HVAC system upgrade, installation of Cat 5 wiring), and in 2000, a major asbestos abatement project.

The Downtown Branch currently provides a full array of library services, including a collection of 216,000 items and 46 computers for public use. It is open 63 hours per week over seven days, with an average visitor rate of 145 per open hour. The Branch is fully ADA compliant with the exception of signage, and houses the System's Sight and Hearing-Impaired access equipment.

The Friends of the Santa Cruz Public Libraries, Inc. office, retail store, and book sale support operation are all located at the Downtown Branch. The Friends have serious security problems with their ongoing books sales in the lobby of the building, and suffer from very crowded office and store space. A subcommittee is developing a proposal for redesigning the lobby to mitigate these difficulties.

DOWNTOWN BRANCH SPACE ALLOCATION

FUNCTION	FLOOR	SQ FEET	% OF TOTAL
Admin Staff Offices	1	832	2%
Routing/Receiving	1	544	1%
Ref Services/ILL			7%

000083

Offices	1	1,468	3%
Public Desk/Collection	1	1,468	3%
Tel Ref	1	432	1%
Adult Collections/User Seating	1	12,648	29%
Storage Collections	1 & 2	2,168	5%
Public Access Computers	1	1,024	2%
Circulation Services	1	1,392	3%
Californiana/Genesoc	1	2,212	5%
Friends of Library			3%
Office & Store	1	192	1%
Book Storage	2	768	2%
Automation Services	2	1,951	5%
Youth Services			12%
Offices/Workspace	2	920	2%
Collections/User Seating	2	4,544	10%
Staff Space	2	992	2%
Community Meeting Room	2	1,466	3%
Building Maint Staff	2	416	1%
Unassign: Lobby, Hall, Restrooms		8,563	19%
Total		44,000	

Public Space	52%
Staff Workspace/Storage	29%
Unassigned	19%

The Branch currently lacks space for three important public service elements: separate space for Young Adult Services, a computer lab for training the public in the use of automated resources, and quiet "study" space, about which users complain. The collections are also extremely crowded, and there is little space to add staff for grant programs or special projects. At least another 2,000 square feet are required.

Recommendation

The Joint Powers Board should consider a study of future Downtown Branch space needs and develop an expansion plan based upon findings.

Project Status

Not applicable

BRANCIFORTE BRANCH LIBRARY **230 Gault Street, Santa Cruz**

Background

The Branciforte Branch is a popular branch located on the east side of Santa Cruz. The 7,500 square-foot facility opened in 1967 and replaced two Carnegie Buildings that the Library had occupied since 1909 and 1921 respectively.

The Branch serves a community that includes five public schools, a major senior housing complex, various other multifamily developments and single family homes. The Branch is heavily used by local schools for class visits. The Branch is well located: a block west of the main traffic artery, and served by public transportation.

Existing Space and Service

The Branch has 7,500 square feet and houses a 48,400 item collection, 15 public access computers, and adjacent but separate youth and adult services areas. The Branch sponsors a variety of children's programs, and the children's room has an electronic homework center. The Branch is open 41 hours per week over six days, with an average visitor rate of 58 visitors per open hour, the busiest in the System except for Downtown.

The circulation desk area was renovated in 2001.

A community meeting room had been planned for the branch, but was deleted for cost-saving reasons, and is now sorely missed.

Recommendations

The Library System should address the Branch's security problems regarding street people camping in the Branch garden.

An estate gift designated for the Branch will be used in FY 2008-09 to upgrade the public furniture, which has been in place since 1967.

Due to the age of the building (40+ years), constant attention should be paid to ongoing maintenance.

Project Status

Not applicable

GARFIELD PARK BRANCH LIBRARY **705 Woodrow, Santa Cruz**

Background

This Branch is housed in the Library System's last Carnegie building. It was constructed in 1915 and is now on the National Register of Historic Places. The Branch provides neighborhood library services to the nearby Westside community of the City of Santa Cruz. The Westside has two elementary schools, a junior high school and a high school nearby.

The primary service focus of the branch is young adults. Between 1995 and 1997 an innovative service program for this age group was developed using federal grant funds. The old building has survived a project called "A Place of Our Own" that brought extensive computer services, a Teen Advisory Committee, youth volunteers, and a serious collection overhaul. The Branch's 32 open hours per week are aimed at its youth constituency, although adults continue to use the facility.

Existing Space and Services

000085

The Branch is 2,343 square feet and provides a unique array of services to the young adult community, including an electronic homework center, 15 public access computer terminals, and a collection of 14,800 items. It is ADA accessible and averages 36 visitors per open hour.

In 2002 the Branch was significantly renovated and its size was almost doubled. Staff work space, public and staff restrooms, new lighting, better ADA access, and landscape upgrades were all accomplished. The Branch is now an attractive (if small) library, heavily used by its neighborhood constituency.

Recommendation

Because the Branch serves a special constituency, and because replacing it or doing a major renovation would be difficult in the context of its historic status, the Library System does not apply its overall size standards to this facility.

No other current recommendations.

Project Status

Not applicable

Mid-County Service Area

The Mid-County service area includes the densely populated unincorporated community of Live Oak, the city of Capitola, and the unincorporated areas of Soquel, Opal Cliffs and Twin Lakes. The total population of this service area is estimated to be about 44,000 people. The area is served by branches in Live Oak and Capitola. A community branch in Soquel was closed in the 1970's due to budget issues.

LIVE OAK BRANCH LIBRARY **2380 Portola Drive, Santa Cruz**

Background

In the 1980's the Library System, with Redevelopment Agency assistance, rented space in the East Cliff Shopping Center in Live Oak and opened a children's branch. The branch was very popular but the Library System was forced to close it in 1996 because of water damage caused by rain storms and a leaky roof.

In 1998 the Library (again with Redevelopment Agency assistance) opened a branch in a former restaurant on the edge of Corcoran Lagoon in Live Oak. The move was supposed to be temporary until a permanent facility was acquired. But the building site proved so popular with Live Oak residents that the County decided to expand there instead.

Existing Space and Service

The old 6,000 square-foot library on Portola Drive was torn down in 2003. The new, 13,500 square-foot facility opened in January 2006. The County Redevelopment Agency paid the \$4.3 million cost for the expansion.

The new, two-level Craftsman-style building features public art and views of Corcoran Lagoon. Public services are downstairs and staff offices are upstairs. The Branch has 48,000 items. It is open 50 hours per week, with an average visitor rate of 53 per open hour. 30 computers serve the public.

000086

The space includes an adult reading room, a young adult room, a picture book room for children, and a homework center.

Recommendations

None. The branch meets all current library standards.

Project Status

Not applicable

CAPITOLA BRANCH LIBRARY **2005 Wharf Road, Capitola**

Background

Capitola's original library was closed during the Proposition 13 cutbacks of the 1970's. After the passage of the Measure B sales tax for the library in 1996, Capitola requested that the Library System operate an interim library. The City of Capitola provided the structure, and the Branch opened in 1999.

In 1987, the City of Capitola signed a redevelopment agreement with the County of Santa Cruz that obligates Capitola to begin construction by 2018 of a 7,000 square-foot facility that the Library System would operate.

Existing Space and Service

The 4,320 square-foot interim building consists of six portable structures tied together by the roof and floor.

The Branch houses 31,000 items and has adjacent adult and children's areas. It has 7 public access computers. Open 42 hours per week, visitors average 41 per open hour. The site also contains a play area for children maintained by the City.

Recommendations

A new branch in this service area should be at least 7,000 square-feet. Allocation of space among services to adults, teens, and children will depend upon community discussions as the branch is planned.

Development of a hotel in the historic Rispin Mansion across the street from the temporary Branch could create parking issues. The Rispin Hotel is tentatively scheduled for completion in 2010. The System should monitor the parking situation.

Project Status

The City of Capitola is responsible for constructing a facility beginning no later than 2018. As of June 2008, the City has set aside \$75,000 for the project.

As part of their 2008 work plan, the City will look at possible joint-use projects to include the library. Potentials include a facility that could house Capitola's city government, police department and a library; and a project at Jade Street with the Soquel Elementary School District. No action has been taken yet and there is no City target date for planning a replacement facility.

Southern End of Service Area

The Library System serves all of Santa Cruz County except the City of Watsonville, which provides library services (and is compensated for this under the Joint Powers Agreement) to both the City and its immediate surrounding area. Watsonville maintains a central library and a branch at Freedom.

Much of the southern end of the Library System service area is rural. Therefore the unincorporated "town" of Aptos is the population center, and the Aptos Branch is a regional facility, with a service population of 60,000. A small branch at La Selva Beach also serves the area.

APTOS BRANCH LIBRARY

7695 Soquel Avenue, Aptos

Background

The Library System provided branch service to the Aptos population from store-front facilities beginning in 1935. In 1975 a permanent branch building was constructed. It has been highly popular and heavily used from the beginning, serving as one of the centers of Aptos community life.

Existing Space and Service

The 8,000 square foot Branch houses a collection of 64,300 items with 16 computers for public use. Open 54 hours per week, an average of 57 visitors use the Branch per open hour. With the exception of signage it is fully ADA compliant. It has a heavily used community meeting room. The Branch is crowded in the public service areas, and staff workspace is inadequate. The staff hopes to reorganize the back-of-the house space in FY 2008-09, as well as add workstations for the public.

The parking lot is a particular problem because it is used as overflow parking for nearby shopping centers, and as a drop off/pick up place by the parents and school children of a community almost entirely dependent upon the automobile. The parking lot will be expanded in 2008, but further modifications may be required later.

The Aptos Branch currently provides most regional library services, although it is understaffed (requiring an additional professional librarian) and is open only six days per week.

Recommendation

The Branch does not meet our Regional Branch minimum square footage requirement of 12,500 square feet. There may well be room on the existing site to add 4,500 square feet to the Branch. The Library Joint Powers Authority Board should plan to expand the Aptos Branch and make further modifications on the parking lot as soon as financially feasible.

LA SELVA BEACH BRANCH LIBRARY

316 Estrella Street, La Selva Beach

Background

La Selva Beach is a somewhat isolated unincorporated seaside residential area that has a strong neighborhood organization and places a high value on community activities. It has a small Branch that enjoys strong support. Indeed, during the Proposition 13 cuts of the late 1970's, the Branch was operated by volunteers until the Library System could restore staffing.

Existing Space and Service

The Branch occupies 2,200 square feet located in the community hall/fire department complex, and rented from the La Selva Beach Recreation District. The Branch has 11,400 items, is open 31 hours per week, and visitors average 17 per open hour. It has 4 computers for public use.

Between 2006 and 2008 the branch interior was updated with fresh paint, better lighting, and more comfortable furniture. It currently meets the needs of the La Selva Beach community.

Recommendation

Not applicable

Project Status

Not applicable

System Services

The Library provides centralized administrative and technical services to all its branches, and maintains an Outreach Program. These services were relocated from the Downtown Branch Library in 1997 to space on Pacific Avenue in Santa Cruz. In late Spring 2008 System Services moved to a City-owned building at 117 Union Street in Downtown Santa Cruz.

ADMINISTRATIVE SERVICES

117 Union Street, Santa Cruz

Background

The City of Santa Cruz provides financial, legal, and personnel services to the Library System, which is treated by the City as a Department. The Director of Libraries is thus a City Department Head, and all library workers, no matter where in the County they work, are City employees.

The Library System administrative staff has grown at a slightly slower pace than other Library units. There are 3.35 Administrative Assistants, an Office Manager, and 1.5 Accounting assistants. Professional librarians for young adult services, staff and collection development, and project (facilities) development are part of the System Services staff.

Senior management housed at Headquarters includes the Director and Assistant Director of Libraries, a Head of Technical Services and Coordinators for Youth Services and Adult/Reference Service. The two other members of the senior management team, the [automation] Network Administrator and the Downtown Branch Manager, have offices at the Downtown Branch Library.

Existing Space and Services

The Administrative unit occupies 12% (1,633 square feet) of the 14,104 square feet rented at Union Street. The Conference and Training rooms, plus archives and storage occupy another 7% (1,002 square feet).

Recommendation

Not applicable

Project Status
Not applicable

TECHNICAL SERVICES
117 Union Street, Santa Cruz

Background

The Technical Services Division is responsible for all the activities, from ordering through final processing, that get library materials to the shelves. It also handles the Library's delivery operation, which moves books and other materials to all branches. The staff is comprised of a Head, a professional librarian cataloger, and eighteen technical and clerical workers and courier drivers. The procedures and protocols for cataloging and processing materials are currently being examined with an eye toward outsourcing. The objective is to liberate trained library workers to focus on direct service to the public.

Existing Space and Services

The Division occupies roughly 35% (4,896 square feet) of the 14,104 square feet at the Union Street site. About two thirds of this is devoted to staff work areas including routing for daily delivery to all Branches, and the balance to shelving for books and other materials being processed.

All Technical Services staff work at least two four-hour shifts each week at the Downtown Branch Circulation or Reference Desks.

Recommendation

Not applicable

Project Status

Not applicable

OUTREACH SERVICES PROGRAM
117 Union Street, Santa Cruz

Background

The Library Outreach Services Program functions as an eleventh Branch of the Library System. It is staffed by a Program Manager, three other professional librarians, a Library Assistant, a full time Library clerk, and two Driver/Clerks. The program uses a Bookmobile that is on the road six days per week, two vans and a sedan. The latter vehicles enable staff to provide off-site services to seniors, homecare providers, day care centers, and all the remote sites where people gather who cannot come to a library branch.

Existing Space and Services

The Outreach Program occupies 15% (2,108 square feet) of the 14,104 square feet at the Union Street HQ. Approximately 50% of the Outreach space is devoted to shelving the library materials and other supplies used by the program. The Bookmobile and the cargo vans are parked at the City of Santa Cruz Corporation Yard and at the Locust Street Parking Structure.

Recommendation

In September 2001 the Library Joint Powers Authority Board agreed that it would request that 1,200 to 1,500 square feet for Outreach Services be added to the new Scotts Valley Tier II Branch, since Outreach does not need to be located in downtown Santa Cruz. The Authority planned to bear the local construction cost of this space. However, with the purchase of the Locust Union building by the City of Santa Cruz, and its subsequent lease to Library System Services, the Scotts Valley space is no longer needed. The Joint Powers Board should formally notify the City of Scotts Valley.

Project Status

Not applicable

Facilities Master Plan Time Line

FY 2008-09:

- Complete design of Felton Branch Replacement
- Work with Scotts Valley Developers and City RDA on design of Scotts Valley Branch replacement
- Construct Aptos Branch Parking Lot Expansion
- Replace Branciforte Branch Public Furniture
- Improve Aptos Branch staff and public work areas
- Consider/Approve Friends Downtown Branch Lobby Project

FY 2009-10:

- Scotts Valley RDA constructs Branch Replacement
- Work with Capitola RDA to plan Capitola Branch Replacement
- Plan Aptos Branch expansion
- Plan Downtown Branch remodel
- Present local bond measure to November 2010 voters

FY 2010-11:

- Open Scotts Valley Branch Replacement
- Begin construction Felton Branch Replacement

FY 2011-12:

- Complete construction and open Felton Branch replacement
- Begin Aptos Branch Expansion
- Capitola RDA begins Capitola Branch Replacement

FY 2012-13:

- Complete Aptos Branch Expansion
- Construct and complete Downtown Branch remodel

FY 2013-14:

- Complete and open Capitola Branch replacement

CURRENT FACILITIES OVERVIEW

	Existing Square Feet	2008 Open Hours per Week	2007-08 Visitors per Open Hour	Collection Size	Public Access Computer Terminals	Electronic Homework Center	Public Meeting Room
Downtown	44,000	63	145	231,000	46	Yes	Yes
Aptos	8,000	54	57	61,700	16	No	Yes
Live Oak	13,500	50	53	43,000	30	Yes	No
Scotts Valley	5,300	48	48	47,700	12	Yes	No
Boulder Creek	4,600	44	23	26,400	10	Yes	Yes
Branciforte	7,500	41	58	48,900	15	Yes	No
Capitola	4,320	42	41	30,800	7	No	No
Felton	1,250	44	23	17,000	5	No	No
Garfield Park	2,343	32	36	14,200	15	Yes	No
La Selva Beach	2,200	31	17	11,400	4	No	No
Admin. Services	2,539	n/a	n/a	n/a	n/a	n/a	n/a
Tech. Services	4,372	n/a	n/a	n/a	n/a	n/a	n/a
Outreach	2,539	n/a	n/a	18,400	n/a	n/a	n/a

ADDITIONAL SQUARE FOOTAGE NEEDED

	Existing Square Feet	Planned Square Feet	Net Gain Square Feet	Year Added
Aptos	8,000	12,500	4,500	2012
Capitola	4,320	7,000	2,680	2013
Downtown	44,000	46,000	2,000	2012
Felton	1,250	8,000	6,750	2011
Scotts Valley	5,300	12,500	7,200	2011

Facilities Master Plan - Appendix A

The Branch Service Framework

The Library uses a framework for organizing its branch services that helps to rationalize two conflicting library service issues: the desire of the Santa Cruz County community to retain neighborhood-level branch libraries, and the economic necessity of maximizing funding resources by centralizing programs and services. The framework sets standards for physical size, collection contents, service and staffing needs, but it adapts and adjusts the standards to meet the needs of particular service areas.

The framework depends upon the existence of an integrated, online automation system for management of, and access to, the Library's collections and databases. It links all Branch facilities, so that the Library System can meet one of its primary service objectives—providing equal access to information to all citizens in Santa Cruz County by moving items from one branch to another.

Neighborhood Branches are the smaller community libraries that have neither the space nor the resources to provide complete information services to their communities. Instead, they provide a popular materials collection, meet the ready-reference needs of adults, and endeavor to meet the library information needs of children through the junior high level.

Regional Branches are larger, serving regional populations. They have bigger collections, provide more reference services, and endeavor to meet the information needs of youngsters through the high school level. The service area of a Regional Branch usually encompasses Neighborhood Branches as well.

The single Downtown Branch serves as System headquarters for the collections, reference and youth services, and has special collections such as Local History, Californiana, and genealogy.

Facilities Master Plan - Appendix B

Service Area Population Data

SAN LORENZO VALLEY/SCOTTS VALLEY

Branches: Boulder Creek, Felton, Scotts Valley

Total service population	41,421
Ben Lomond CDP	2,364
Boulder Creek CDP	4,081
Felton CDP	1,051
Scotts Valley City	11,697
San Lorenzo Valley CCD remainder	22,228

CITY OF SANTA CRUZ

Branches: Branciforte, Downtown, Garfield Park

Total service population	76,433
Santa Cruz City	58,125
Santa Cruz CCD remainder	18,308

MID-COUNTY

Branches: Capitola, Live Oak

Total service population	43,715
Capitola City	10,015
Live Oak CDP	16,628
Soquel CDP	5,081
Opal Cliffs CDP	6,458
Twin Lakes	5,533

SOUTH COUNTY

Branches: Aptos, La Selva Beach

Total service population	59,974
Aptos CDP	9,396
Aptos Hills-Larkin Valley CDP	2,361
Corralitos CDP	2,431
Day Valley CDP	3,587
Freedom CDP	6,000
Interlaken CDP	7,328
Rio del Mar CDP	9,198
Soquel CDP	5,081
Watsonville City @ 25%	12,926
Watsonville CCD remainder @ 25%	1,667

NOTE:

The U.S. Census of Population provides data for Cities, for Census Designated Places (CDPs), and Census County Divisions (CCDs)—the balance of the area not included in either Cities or CDPs.

Santa Cruz Public Library
Library Joint Powers Board

Citizen Member Application for Appointment

Note: Information contained in this application will become part of the public record.

Applications must be received via mail or e-mail by 5pm November 28, 2011.

Feel free to add additional pages or attach a resume or curriculum vita.

For more information, contact Teresa Landers, Library Director.

Email: landerst@santacruzpl.org

Mail: Santa Cruz Public Libraries
Citizen Member Applications
117 Union St.
Santa Cruz, CA 95060

Name: Richard 'Dick' English

Address: 217 Baldwin Drive
Aptos, CA 95003

Phone: 831-539-3299

Email: rpenglish@sbcglobal.net

Occupation: (If retired, what was your occupation?) Career transition coach.

How long have you been a resident of Santa Cruz County? 10 years

Briefly describe why you want to serve on the SCPL Joint Powers Board.

Having served on the recent Library Task Force, I developed an enlarged sense of what 'library' means to this diverse community, and the important roles libraries play in the lives of our residents. As an ex-business operations leader, I

became intrigued by the operational challenges that this distributed system presents, and was very interested in seeing how its pieces could be analyzed, repurposed, and reassembled in such a way that improved access and fiscal aims would be met without unreasonably compromising the nature of services provided.

Having served as finance chair and chair of a volunteer board in Santa Clara County a number of years ago, I developed an understanding of public-private collaboration, and feel that an oversight board is an essential part of assuring alignment between community and public service providers. I am a strong believer in planning, executing to plan, making achievable commitments, and delivering on commitments made - in other words, accountability. I would like to see the Board continue to set direction based on professional and community input, and then oversee the execution and delivery to assure alignment with commitments made.

Briefly describe the specific knowledge, education, experience, abilities and skills you feel would be valuable to the Board.

- Operations management background - engineering, manufacturing, quality systems
- Strong communications skills - written and verbal
- Strong listening skills - coaching individuals at all professional levels
- Hands-on Word, Excel user - spreadsheet aficionado (no pivot tables!)
- Exposure to and layman + understanding of library operations through Task Force participation
- Leadership experience - VP-level management roles; group facilitation; board chairmanship
- Technology lover - iPad, Mac, PC, Droid, eBook reader, Internet
- Regular Library user (Aptos Branch)
- Education: BS, Chemistry; PhD, Physical Chemistry

Please indicate areas in which your knowledge would benefit the Board:

- Finance
- Strategic Planning
- Legal
- Government Relations
- Management
- Human Resources
- Building Programs
- Technology
- Marketing
- Librarianship

_____ Other (please explain

List and briefly describe current or former involvement in community or professional organizations that you feel is relevant to your candidacy for the Board.

- Finance chair and board chair, Children's Shelter Board, Santa Clara County
This board oversaw the director of the Children's Shelter, raised funds to provide auxiliary services to children in the shelter, and monitored services and treatment of children in the shelter.
- Member of SCPL Task Force that developed and recommended new service models. Functioned primarily as organizer and process facilitator - helping to shape the way complex and voluminous information was collected, organized, and presented.
- Past membership and chairmanship of industry standards committees, developing voluntary standards for capital equipment in the semiconductor capital equipment industry. Development of voluntary standards is much like herding sheep - much patience, gentle persuasion...

How would you describe your knowledge of the Santa Cruz County Public Library system?

I have hands-on exposure to the Aptos Branch library on a frequent basis as an active user of services. As a member of the SCPL Task Force, I was introduced to the 'back room' of the SCPL and have a broad but shallow understanding of the Library's services and functions. Having attended some of the public meetings following the Task Force's conclusion, I have a personal sense of how some of the more passionate members of our community value the library. I have spoken to members of the LJPB to better appreciate the role the JPB serves.

What do you think are the library's most important roles in the community?

- Providing early childhood exposure to learning and literature.
- Providing access to information (in the broadest sense) in print and electronic formats to all community members
- Providing a safe and comfortable place for community members to read, study, access the internet

What are some of the challenges facing libraries?

Libraries, as all public institutions, face severe fiscal challenges. Balancing funding with community expectations is the ever-present challenge. At a more tactical level, dealing with aging physical plant, how to address and adopt

technology changes, providing reasonable geographical access and open hours are all issues confronting today's libraries (and other municipal services).

What are some of the opportunities facing libraries?

Finding ways to do more with less. Modifying the traditional delivery models to provide services that are truly needed, where they are needed, in cost-effective ways. Reinventing roles of staff members is one way that people can continue to be relevant, as painful as it may be at times. Incorporating new technologies to capture the interest of technology-savvy community members is another capital and learning challenge that libraries face, but doing it well will ensure the engagement of the growing younger user community.

What are your goals in serving on the Board?

Finding meaningful ways to serve the community through this important and highly visible community service. I don't come to the Board with an agenda, but rather with the desire to understand its role and methods, and determine where I can best apply my interests and skills to help assure that Board objectives are met. Introducing management practices from private industry may be appropriate, but must be balanced with needs and norms.

Do you have regular access to email and the Internet? Yes. I am a technology junkie - smart phone with email and Internet, etc.

Provide any other information that you feel would be of interest.

I would like to be an active part of a Board that is motivated and empowered to achieve meaningful and measurable outcomes. Collaboration with colleagues has always been a key part of my enjoyment in work or volunteer situations, and I would like to think that collegiality will be a part of this activity, leading to openness in discussing and resolving differences. I believe in openness: naming issues, challenging assumptions and 'immovable' obstacles in the search for options that best resolve issues. I would hope to find similar values among existing Board members.

/Richard P. English/

November 11, 2011

Signature

Date

Santa Cruz Public Library
Library Joint Powers Board

Citizen Member Application for Appointment

Francis C. (Casey) Buchter
2755 Rosedale Avenue
Soquel, CA 95073-2636

(831) 479-8896
Cell: (831) 325-8240

Employment History: For over twenty five years I was the attorney for the California Department of Parks & Recreation in Sacramento. This position required extensive work with real property law, administrative law, personal injury, legislative bill writing and representation, work with local public agencies and members of the public on parks, recreation, and funding issues. I also was the first executive officer of the regional coastal commission for San Luis Obispo, Santa Barbara, and Ventura Counties during the preparation of the California Coastal Plan.

Residence: I have resided in Santa Cruz County since 1993.

Reason for Appointment Request: I think this is an interesting and challenging time for libraries. The swift movement of technology for both research and book publishing creates both opportunities and pitfalls for application of funds, at the same time those funds are scarcer and the various choices for spending them are multiplying every day. I have three children living in Santa Cruz; two are teachers and one a homemaker. All use libraries differently. One, an art teacher, uses audio books; tape, CD, and electronic, extensively – her hands are occupied with art work. Another, a high school math and science teacher, needs up to date on-line reference tools. The third, a homemaker, profits by taking her children to the library where they can experience the world of books and knowledge different from television and a computer monitor, and she can see and greet real people taller than her knee. I use books on tape, CDs, and on-line audio books in walking for exercise, e-books downloaded and regular books lent by the library. These choices and the possibilities they represent didn't exist when I grew up, yet I think there is danger of dismissing libraries' importance in the face of competition for public funds and availability of information through the internet. I want to counteract that danger of dismissal.

Knowledge, education, and experience to contribute: I am familiar with government at both the state and local agency level. While employed with State Parks, I often met with representatives of local public agencies, boards, and commissions. Funding problems are not new to me, nor are choices necessary in facing those problems,

including: going without, bond acts, parcel taxes, and general and special fund priorities. I have conducted public meetings throughout the state, often with audiences who were hostile to the state agency or the program I represented. I am familiar with compromise, standing on principle, public discourse, and how to include the public in a public meeting. I know how a joint powers agency differs from a special district, a city, and a county, and have written a number of joint powers agreements. Working with local public agencies and all of the programs funded by the state park bond acts has furnished me with insights into the problems and restrictions facing local agencies.

Relevant Community and Professional Organizations: I sat on the board of directors of the Sacramento Friends of the Library for several years while I was employed with State Parks, and I assisted with the transfer of the Episcopal Church in Capitola from Depot Hill to Aptos, and the construction of the new campus in Aptos (Seacliff), primarily through legal work, including negotiating the land development transaction with the Santa Cruz Housing Authority. I do not represent and am not affiliated with any particular group of library patrons.

Knowledge and Use of the Santa Cruz Public Library System: I am a frequent user of the system, both the Central Library, with its Genealogy/History collection, and my Capitola Branch Library, for books, CD books, and taped books, and the on-line collection contracted by Overdrive.com.

The Library's roles in the Community: I see libraries as the place for children to immerse themselves in the world of books and literature, and for adults to continue (perhaps begin, if deprived) their acquaintance with the written and illustrated portion of their culture. When school libraries are roundly ignored by school funding, the public library will take up some of that slack. Libraries can foster a sense of community involvement. The recent Edgar Allen Poe series brought local actors, school groups, and library patrons together to celebrate a great American author.

I do not see libraries as baby sitters, public meeting rooms, entertainment centers, class rooms, social improvement centers, or most of the other functions cash-strapped agency and school entities would foist upon them.

I attended a Computer Club in Central Library's meeting room. The information helped me use my e-readers much more efficiently to access the library's collection. That's great! On the other hand, training folks generally in how to operate a computer is a library's function in stocking a "How-to" book, but perhaps not in conducting a couple of semesters' classes for library patrons.

This supposes that paid library staff is responsible for these classes; services and classes provided by volunteers would change my opinion.

Challenges facing libraries: Funding competition in the era of diminished public funds and many needs is obvious. The speed of technological innovation requires very wise investment in services lest they become technologically obsolete too soon. For instance, the central library and each branch have a good selection of books on tape, but tape players are becoming increasingly rare. Radio Shack doesn't sell them at all, and Best Buy offers only one, a SONY, at ten dollars over list price. Librarians report lending of

books on tape decreasing every year. There is not, that I know of, an easy and quick method for library volunteers to transfer these tapes to a digital format, even if Digital Rights Management and Copyright issues could be overcome. We have all watched eight track tapes, floppy disks, and Beta television recording disappear, and now diminished use of CDs in favor of direct downloads is the trend. A library can't present content in all possible media. It has to choose.

Also, reading styles are changing: magazine articles are shorter, on-line reading of periodicals is increasing. Where does the library fit in to these changes?


Opportunities facing Libraries: It's not an exaggeration to say books are a main repository of culture and the bases for our social contract. If I want to know what the founding fathers actually thought and said, I do not watch television or listen to the radio. I find them in a book. Online availability at Google books is good for those who already know what they want, but standing in front of a library bookshelf and quickly browsing various aspects of the history of my country cannot be matched in a computer yet. Doing what they have always done is an opportunity libraries can't ignore.

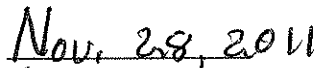
Carol Long's opinion piece in the October 9, 2011 Santa Cruz Sentinel offered one view of the opportunity to maintain a reference library staff. I do not currently have an opinion on the wisdom of the plan for staff reductions and creation of a sinking fund for new technology, but it seems clear to me that opportunities for the library are going to be in difficult choices among programs, and not in expanding them. I can't give you a list of specific opportunities; I don't yet know enough about the subject.

Goals: I will represent the library patrons in the mid county area and the issues peculiar to the four branch libraries there will be brought to the Board together with recommendations for addressing those issues efforts. I am an excellent researcher and analyst and will commit the time and attention the Library and this appointment deserve.

References: References are available upon request, primarily in the legal area locally, but professionally on a state wide basis.

I do have continuous access to e-mail and the internet.


Francis C. Buchter


date

000101

Santa Cruz Sentinel.com

Scotts Valley library to stream all-day 'TEDxWomen' event today

By KIMBERLY WHITE

Posted: 12/01/2011 01:30:15 AM PST

SCOTTS VALLEY -- The Scotts Valley library will be occupied today as part of an international event, but not by anarchists agitating for equality, higher taxes for the wealthy and whatever else they're upset about.

Rather, those who attend "TEDxWomen" will be joining more than 100 other communities around the world who will listen as experts and leaders talk about how women and girls are changing the world during the live-stream event.

It's being organized by TEDxSantaCruz, founded last year as one of many spinoffs of the larger TED group which stands for Technology, Entertainment and Design. It will be the third live-stream event screened on the library's nine-screen video wall, according to Sandy Skees, founder of local public-relations agency Communications4Good.

The first event organized by TEDxSantaCruz was held at Cabrillo College in June, when community members spoke on a variety of topics of local interest. That sold-out event was streamed live at the Scotts Valley library, and was followed in July with a live stream of the TEDGlobal 2011 conference held in Scotland, Skees said.

Today's talk will be live-streamed from Los Angeles and New York into the Fireside Room, where community members will gather to listen to talks given by such well known feminists such as Jane Fonda and Gloria Steinem. To view a schedule, go to <http://tedxwomen.org/schedule>. Women involved with TEDxSantaCruz will also

talk about some of the accomplishments by local women and girls, Skees said.

TEDxSantaCruz is a local branch of TED, or Technology, Entertainment and Design. The larger organization arranges panels of experts from around the world to give short talks on a broad range of subjects including science, technology, arts and social-justice issues.


Today's event will include breaks, offering audience members the chance to stretch their legs and stroll through the library, viewing the paintings, photographs, sculptures and other artwork that recently was installed throughout the building.

The artwork was rotated into the library a couple of weeks ago, replacing the artwork that had adorned the walls and shelves since the library opened in June. "Celebrate Art" will remain until the next rotation in February, according to Val Peyser, a Pasatiempo resident who recently took over the role of art chairwoman for the Friends of the Scotts Valley Library.

"Santa Cruz County has hundreds of artists, so there's hundreds of artists to draw upon in this county," she said.



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Santa Cruz Sentinel.com

IF YOU GO

TEDxWOMEN

WHEN: 11 a.m. to 7 p.m. today


WHERE: Scotts Valley Library, 251 Kings Village Road, Scotts Valley

INFORMATION: 427-7712 or www.fsvpl.org or <http://tedxwomen.org>. Because seating is limited, anyone who plans to attend should register at register@TEDxSantaCruz.org.



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000103

Santa Cruz Sentinel.com

Home and Garden Digest, Nov. 26, 2011: Public library displays recycling art

Posted: 11/26/2011 01:30:51 AM PST

Public library displays recycling art

The downtown branch of the Santa Cruz Public Library is displaying the winning artwork of the Santa Cruz Recycles Poster Art Show, along with a selection of other entries from now through Jan. 6. The library is at 224 Church St., Santa Cruz.

The contest gives K-12 students in the city of Santa Cruz an opportunity to creatively express their ideas about recycling and waste reduction.

The four winning 2011 posters were also enlarged and installed on city of Santa Cruz trash and recycling trucks.

Ceramics sale begins with First Friday

Clay Creation is holding a holiday ceramics sale that will begin with the First Friday art tour, 4:30-8:30 p.m. Dec. 2 at 1125B Soquel Ave., Santa Cruz. The sale will continue noon to 5 p.m. Sunday, Dec 4.

The sale will be down the alley in the studio's parking lot, behind Monkey Girl Beads and near Charlie Hong Kong's.

All work is made locally by Clay Creation potters for function as well as art, and priced reasonably. The sale and show will include treats, hot drinks and details on introductory pottery lessons. Call 429-1645 or email gnicastro@yahoo.com.

DIG open house celebrates season

Ring in the season with complimentary live music, hors d'oeuvres and wine when DIG Gardens opens its doors 5-8 p.m. Saturday, Dec. 3, for its annual Holiday Open House and Jazz

Night.

DIG is at 420 Water St., Santa Cruz. Call 466-3444.

Annual Fungus Fair announced for Jan. 13-15

The 38th annual Fungus Fair will be Friday through Sunday, Jan. 13-15, at the Loudon Nelson Community Center in Santa Cruz.

Volunteers are being sought to help with the event, a celebration of all things mushroom. Visit ffsc.ivolunteer.com/2012 or call 408-358-6107. Volunteer shifts include mushroom collecting forays and help with the setup. Volunteers will receive free admission to the fair.

The Sentinel welcomes submissions for Home & Garden Digest. Email items to homeandgarden@santacruzsentinel.com, mail them to Home & Garden Digest, 1800 Green Hills Road, Suite 201, Scotts Valley, CA 95066, or

DONATE YOUR CAR!



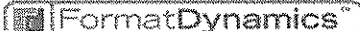
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fax them to 831-429-9620. Information must be received by 5 p.m. Tuesday for Saturday publication.

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000105

Santa Cruz Sentinel.com

Library board sets improvement goals: 11 clerks laid off in change to new service model

By J.M. BROWN

Posted: 11/08/2011 01:30:09 AM PST

SANTA CRUZ -- The library board unanimously approved a list of goals for the 10-branch system to achieve next year after it rolls out new, technology-centered service in January.

Indicators of good performance will include a 5 percent increase in circulation, adult classes, child instruction and website use, as well as the number of patrons participating in self check-out reaching 85 percent.

The library also hopes to increase its followers on the popular social networking sites Twitter and Facebook to 300 and 800, respectively, from the 250 and 625 they have now. The system also hopes to maintain the number of active cardholders, visits per open hour and an 80 percent approval rating from volunteers and users of reference services.

The library will survey patrons and analyze internal data to give the board progress reports through January 2013.

"I don't think we should expect to hit all of these goals right off the bat," said board Chair Barbara Gorson. "They are things to work toward."

The city-county Library Joint Powers Authority board approved a new service model in April that kept all 10 branches open through greater use of volunteers, and set aside more funds for reserves and technology spending. The \$11 million system has been hit with financial difficulties for the last several years.

Eleven clerks received layoff notices last week as part of the restructuring, Library Director Teresa Landers said. One worker chose to

retire instead, and human resources officials are working to find the others jobs within the city and provide employment advice.

"It's never easy, and at times like these, it's particularly difficult," Landers said. The board approved the layoffs last month.

Monday, Landers introduced two new managers under the revamped system: Gale Farthing and Emily Galli, both of whom already work for the library. Farthing will serve as the onsite services manager and Galli will be manager of systems services and support.

The board also has an open position to fill. The deadline to apply for the citizen position is Nov. 29. For information, visit www.santacruzpl.org/aboutscpl or call 427-7706.



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000106

November 17, 2011



MacArthur
Foundation

FOR IMMEDIATE RELEASE

Institute of Museum and Library Services

Contact: Kevin O'Connell

202-653-4628

koconnell@imls.gov

John D. and Catherine T. MacArthur Foundation

Contact: Jen Humke

312-920-6266

JHumke@macfound.org

Washington, DC—Today, the Institute of Museum and Library Services (IMLS) and the John D. and Catherine T. MacArthur Foundation announced the first 12 winners of a national competition to build 21st Century learning labs in museums and libraries around the country. The winners—four museums and eight libraries—will receive a total of \$1.2 million in grants to plan and design the labs. Inspired by YOUMedia, a new teen space at the Chicago Public Library, and innovations in science and technology centers, these labs will help young people move beyond consuming content to making and creating it.

"This competition was announced in answer to President Obama's "Educate to Innovate" campaign, a nationwide effort to bring American students to the forefront in science and math, to provide the workers of tomorrow with the skills they need today," said Susan Hildreth, Director of the Institute of Museum and Library Services. "Libraries and museums are part of re-envisioning learning in the 21st century; they are trusted community institutions where teens can follow their passions and imagine exciting futures."

"Digital media are profoundly influencing young people's lives, their behavior, their civic participation, and where and how they learn," said Robert Gallucci, President of the MacArthur Foundation. "These innovative new teen labs are designed to provide young people with engaging and diverse opportunities for learning and exploration beyond the classroom. The nation's libraries and museums play an important role in leveling the playing field by providing greater access to learning experiences that equip our young people with the skills and knowledge they need to succeed in the 21st Century."

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Locations for the 12 new learning labs include San Francisco, CA; Thornton, CO; Columbia, MD; St. Paul, MN; Kansas City, MO; New York, NY; Columbus, OH; Portland, OR; Allentown, PA; Philadelphia, PA; Nashville, TN; and Houston, TX.

The learning labs will be based on new research about how young people learn today. Teens will use both digital and traditional media that promote creativity, critical thinking, and hands-on learning. The labs will connect teens to mentors and peers, as well as anytime, anywhere access to information through online social networks so that they can pursue their interests more deeply. The winning institutions will match the funds from the competition and partner with local educational, cultural, and civic organizations to build a network of learning opportunities for young people.

IMLS and MacArthur selected the Urban Libraries Council (ULC) and the Association of Science-Technology Centers (ASTC) to manage the competition. They will ensure the new lab locations use best practice principles, based on research and evidence in the field of youth digital learning, to help young people gain 21st century skills and an effective STEM education.

The 12 recipients of this round of grants were selected out of a pool of 98 applicants from 32 states. Applications were evaluated by professionals with relevant expertise in digital media and learning and museum and library management. Winners will participate—in-person and online—in a community of practice that will provide technical assistance, networking, and cross-project learning. Application materials for a second round of grants will be available in spring 2012. More information is available at www.imls.gov.

[Click here to view the list of locations](#) that have been selected as part of the first round of a national competition to plan and design 21st Century learning labs in libraries and museums around the country.

About the Institute of Museum and Library Services

The Institute of Museum and Library Services is the primary source of federal support for the nation's 123,000 libraries and 17,500 museums. The Institute's mission is to create strong libraries and museums that connect people to information and ideas. The Institute works at the national level and in coordination with state and local organizations to sustain heritage, culture, and knowledge; enhance learning and innovation; and support professional development. To learn more about the Institute, please visit www.imls.gov.

About the MacArthur Foundation's Digital Media and Learning Initiative

The MacArthur Foundation supports creative people and effective institutions committed to building a more just, verdant, and peaceful world. In addition to selecting the MacArthur Fellows, the Foundation works to defend human rights, advance global conservation and security, make cities better places, and understand how technology is affecting children and society. The Foundation's digital media and learning initiative aims to determine how digital media are changing the way young people learn, play, socialize, and participate in civic life. The goal is to build a base of evidence about how young people learn today, in an effort to re-imagine learning in the 21st century. More information is available at www.macfound.org/learning.

About the Association of Science-Technology Centers

The Association of Science-Technology Centers (ASTC) is a global nonprofit organization of science centers and museums committed to raising public understanding of science's role in solving critical societal issues, and its value in igniting and nurturing the innovative spirit that people of all ages need for success in today's world. ASTC encourages excellence and innovation in informal science learning by serving and linking its members worldwide and advancing their common goals. Founded in 1973, ASTC's nearly 600 members in 44 countries include not only science centers and museums, but also nature centers, aquariums, planetariums, space centers, zoos, botanical gardens, and natural history and children's museums, as well as companies, consultants, and other organizations that share an interest in informal science education. Visit www.astc.org to learn more about ASTC and find a science center near you.

About the Urban Libraries Council

Urban Libraries Council (ULC) is a membership organization made up of North America's premier public library systems and the corporations supporting them. While ULC's members primarily represent urban and suburban settings, the work done by ULC is widely used by all libraries including those in rural settings. ULC strategically addresses issues important to all communities including education, workforce and economic development, public safety, environmental sustainability, health, and wellness. ULC's members are thought leaders dedicated to the continuous evolution and strengthening of libraries to meet changing community needs. As ULC celebrates its forty-year anniversary, its work focuses on helping library leaders develop and utilize skills and strategies that match the challenges of the 21st century. Learn more at www.urbanlibraries.org.

California must value librarians; libraries can't run themselves

Librarians are more than book finders, shelf arrangers, computer technicians and shush-ers. In a society overwhelmed by data, they are the gatekeepers and organizers of high-quality information.

As of last year, 3,432 full-time librarians served 37,253,956 Californians; in other states, there's an average of one librarian to 6,250 patrons. (Los Angeles Times)

(as of 1/31/12 SCPL will have 16.37 librarians serving 206,000 patrons or each librarian for 12,584 patrons (Teresa))

By Regina Powers

October 26, 2011

California paid for my master's degree in library and information science. While I am grateful to have had the grant and the opportunity to go back to school, I wish now that I had instead trained to be an electrician, a plumber or an auto mechanic. California does not value librarians.

Other states employ an average of one public librarian to 6,250 patrons. As of last year, 3,432 full-time librarians served 37,253,956 Californians. In other words, California librarians were each expected to serve 10,854 patrons. We also employ fewer school librarians than any other state, according to the National Center for Education Statistics. Here, there is one school librarian for every 5,965 students; the national average is one librarian to 865 students.

These statistics do not reflect the library positions that have since been eliminated or the layoffs that have taken place because of the California budget crisis. In our schools, hundreds of librarians, along with thousands of teachers, received pink slips last year. The Los Angeles Public Library eliminated 328 full-time positions in 2010. Three years ago, the city of Anaheim employed about 80 full-time library staff members. Plans are underway to slash that number to 21.

Libraries are one of the few good things that governments eagerly take credit for. Sadly, taking credit for libraries is not the same as supporting them. Federal funding decreased from 0.6% in 1999 to 0.4% in 2008. Public library operating revenue from state sources shrank from 12.8% in 2001 to 8.7% in 2008, an all-time low.

Note that the Public Library Fund — a state program that libraries apply to for direct aid for basic services — has never received the full amount designated for it by the state budget. In the 2008-09 fiscal year, the Legislature appropriated a dismal 12% of its allotted funding. This year, Gov. Jerry Brown proposed eliminating state funding for public libraries entirely. Even though the final budget only cut state funding in half, a "trigger" amendment would cut all funding if state revenue projections fall short. Thus, the library buck has been kicked down to local governments.

Unfortunately, librarians fall under the dreaded category of "public employees." Their salaries account for the majority of a library's working budget. Librarians unions are not as powerful as those of police officers and firefighters, making librarians easier to lay off.

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Still, the idea of shutting down a library is unpalatable to most officials. So they lay off librarians to keep the buildings open, supporting the illusion that libraries can simply run themselves.

On school visits, I ask what students think a librarian does. The response is always the same. "Librarians check out books. They read a lot. They tell people to be quiet." These misconceptions are held by adults too. When I told a friend that I was embarking on my graduate degree, he asked, "You need a master's degree in the Dewey Decimal System?"

With that attitude, who cares whether California has any librarians left? Why not replace us with phone trees, self-service checkout machines and volunteers?

But librarians are more than book finders, shelf arrangers, computer technicians and shush-ers. In a society overwhelmed by massive amounts of data, they are the ultimate gatekeepers and organizers of high-quality information.

More important, librarians are staunch advocates for the local communities they serve. They find ways to build collections their patrons need and want, including materials in various languages and formats. They offer guidance to parents who want to raise successful students. They guard historically relevant materials. They motivate and inspire readers. They add depth to teachers' curricula. They quench the thirst of lifelong learners. They do this and more, free of charge to the public.

Over the last decade, California librarians have adapted to overwhelming changes in the systems and quantities of information they provide. They did so with demoralized staff, dwindling funding and fickle legislative support.

Can California afford to lose any more librarians? Per capita, national public library visits rose 19.7% from 1999 to 2008, according to the most recent Public Libraries Survey. . Circulation increased 34.5%, and children's program attendance increased 13.9%.

Who will run California libraries if not librarians? Will volunteers be able to keep up with upcoming technological changes; will they know how to make relevant information easily accessible to patrons who desire to be fully informed, literate citizens? Will less-educated staff know how to conduct high-quality programs; will they know how to provide appropriate reading materials and recommendations that will spark the interest of young minds?

As one resident wrote in a letter of protest to the mayor of Anaheim, "Libraries without librarians are like hospitals without doctors." California cannot afford to lose any more librarians without risking the quality of what is left of our libraries as well.

Regina Powers is a librarian in Orange County.

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Teresa Landers <landerst@santacruzpl.org>

SFGate: Bookmobile driver shares joy of books on route

Leslie Auerbach <auerbachl@santacruzpl.org>
To: All Staff <allstaff@santacruzpl.org>

Tue, Nov 1, 2011 at 9:22 PM

I was going to forward this to Outreach, but hoped that all of you would relish this library worker's delight in the service that we provide to our community. Evergreen, deciduous, whatever: we are valued; and with reason.

The original article can be found on SFGate.com here:

<http://www.sfgate.com/cgi-bin/article.cgi?file=/c/a/2011/11/01/DD5U1LMJ50.DTL>

T

On a recent morning, Terry Jones visited the three one-room schoolhouses in rural Marin County where she makes weekly stops. Exuberant and optimistic, Jones arrives in a 29-foot bookmobile equipped with 25,000 books, DVDs and CDs.

She chats up the students, stokes their enthusiasm about new titles ("The Great Rabbit Rescue' comes out in December!") and at one stop reads a spooky Halloween story, "Bone Soup," out loud to the children.

Most are the children of ranch owners and ranch workers; Jones knows each one by name. Jorge, a fifth-grader, is hooked on the Percy Jackson series, which retells Greek myths. Megan, a sixth-grader, is big in 4-H and searching for books on chickens.

Jones, 61, grew up in the Terra Linda section of San Rafael. She and her husband of 39 years, Brian, have a daughter, 35, and a son, 32.

Originally, I was a library assistant, working in circulation at the San Anselmo Library and Civic Center Library. When our longtime bookmobile driver retired, I was encouraged to apply for it. I thought, "What the heck. I'll feel pretty silly if I don't."

I order books, maintain the collection, answer reference questions. I fill requests, check materials in and out, do story times. I also drive and maintain the bookmobile. I'm actually a community library specialist, which does not require a library-sciences degree.

Some bookmobiles only serve senior centers; some only serve preschools, and some only do community stops. We have one bookmobile that does all of that.

It's a fabulous job. People are so happy to see you. They request something; we bring it. We don't say "no" very often. As our library director says, "We get to be the happy face of the county."

We go to senior centers, and they love it. They're vital, engaged people with amazing interests. My oldest patron just celebrated his 100th birthday. He was a newspaperman, served in World War II, and he's a really great, active reader. He took out "The Autobiography of Mark Twain, Vol. 1" and he's waiting for Vol. 2.

In the summertime when kids are not in school, we have 10 ranch stops. It keeps the kids reading for the summer, which is really important. We also

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11/2/2011 12:24 PM

get some of the single men who work on the ranches, and some of the moms take advantage of the materials to learn English.

We go to child development centers. It's totally a joy to watch these little ones and see their eyes bug out at their first book. "Aaah!" We go to communities that don't have libraries, and it's exciting to see who's got the new baby, who's doing this and that. People are trading book ideas, and it's kind of a social event.

Some of our families are from cultures that don't have public libraries. That's something we take for granted, because it's such a part of our culture. But getting people to understand that they can borrow books, bring them back and get new books - without paying anything - is great.

I grew up in Terra Linda. I was always a big reader, and my first library was a bookmobile. I still remember how exciting that was, to walk down to our little local community center when the bookmobile arrived.

You just never knew what was going to be on that truck. It was like a treasure hunt. I hope these kids have the same feeling about bookmobile visits.

000113



Teresa Landers <landerst@santacruzpl.org>

[calix] _CSL_FYI: San Jose Public Library receives one of the 2011 National Medals for Museum and Library Service

Maginnity, Gerald <gmaginnity@library.ca.gov>
To: calix@lists.gseis.ucla.edu

Tue, Oct 25, 2011 at 11:01 AM

Congrats to San Jose Public Library!!!!!!!!!!!!!!

http://www.ims.gov/news/2011_medals_san_jose_public_library.aspx

From: "IMLS News " <imsnews@ims.gov>
Date: October 25, 2011 8:30:44 AM MDT
Subject: IMLS Announces the 2011 National Medal for Museum and Library Service Recipients
Reply-To: <imsnews@ims.gov>

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FOR IMMEDIATE RELEASE
October 25, 2011

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IMLS Announces the 2011 National Medal for Museum and Library Service Recipients

Award Recognizes Innovative Approaches to Public Service and Community Outreach

Washington, DC—The Institute of Museum and Library Services (IMLS) has selected five libraries and five museums to receive the 2011 National Medal for Museum and Library Service. The National Medal is the nation's highest honor for museums and libraries for extraordinary civic, educational, economic, environmental, and social contributions. Recipients must demonstrate innovative approaches to public service and community outreach.

"Congratulations to each of these organizations on receiving the National Medal for Museum and Library Service. The work they have accomplished is an inspiration to libraries and museums throughout the nation," said Susan Hildreth, IMLS Director. "With innovation, creativity and a great deal of heart they have achieved an outstanding level of public service."

The winners of the National Medal for Museum and Library Service are selected each year by the Director of IMLS, following an open nomination process and based on the recommendations of the National Museum and Library Services Board.

The award was created to celebrate the vital role museums and libraries play in American society and is awarded to institutions that have developed innovative ways to serve their communities. Recipients of the 2011 National Medal for Museum and Library Service are:

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10/25/2011 12:14 PM

1. [Alachua County Library District, Gainesville, FL](#)
2. [Brooklyn Museum, Brooklyn, NY](#)
3. [Columbus Metropolitan Library, Columbus, OH](#)
4. [EdVenture Children's Museum, Columbia, SC](#)
5. [Eric Art Museum, Erie, PA](#)
6. [Hill Museum & Manuscript Library, Collegeville, MN](#)
7. [Lewis Ginter Botanical Garden, Richmond, VA](#)
8. [Madison Children's Museum, Madison, WI](#)
9. [San José Public Library, San José, CA](#)
10. [Weippe Public Library & Discovery Center, Weippe, ID](#)

To learn more about the 2011 winners of the National Medal for Museum and Library Service [view the brochure](#) or visit www.ims.gov/medals.

About the Institute of Museum and Library Services

The Institute of Museum and Library Services is the primary source of federal support for the nation's 123,000 libraries and 17,500 museums. The Institute's mission is to create strong libraries and museums that connect people to information and ideas. The Institute works at the national level and in coordination with state and local organizations to sustain heritage, culture, and knowledge; enhance learning and innovation; and support professional development. To learn more about the Institute, please visit <http://www.ims.gov>.

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000115

Winnipeg's Ukrainian Club
of South West County

DUC Holiday Party
Thursday, December 8th
5:30 - 7:30

Pomo Hawaiian Grill
120 Levin St., S.C.

We would love to see you.
See you a drink

Dear Teresa,

Thank you for your generous
hospitality at the lovely new
Scotts Valley Library Building.
It was an excellent venue for
the fascinating presentation
on Japanese supplies, and
we all loved seeing the photos
you have taken (on the giant screen
- Makoto McNeil, contemporary American

November 17, 2011

Teresa,

Thank you so much for
giving DUC members the tour
of the beautiful new Scotts
Valley Library; welcoming us;
and just being gracious and
helpful.

I got much favorable feedback
about the new library. And the
staff was so pleasant and helpful.
Love
Carol

Oct 22, 11

Dear Ms Landers,

In all honesty I am finding it difficult in how to compose this letter to you, as it appears you are able to read only E-mails.

Perhaps you can find a senior citizen or a poverty stricken student, who cannot afford or does not want a computer or E-mail - to read it to you -

The question is, very simply, why do you have more compassion & understanding of mechanical devices than you do for your fellow human beings?

Will all services be denied to those who do not have E-mail?

Sincerely

Rose Kibaz



SANTA CRUZ
PUBLIC LIBRARIES

November 1, 2011

Rose Kuras
1635 Tremont Drive
Santa Cruz CA 95062

Dear Ms. Kuras,

I am in receipt of your letter dated October 22, 2011. I am not entirely clear what your primary concern is. I can tell you that I respond to all forms of communication whether it be electronic, telephonic or regular mail.

I surmise that you are concerned about the recent suspension of the automated service to renew materials and make other account inquiries. Our previous computer system was 25 years old and was unable to adequately serve the needs of a modern library efficiently and effectively. To replace the automated telephone service requires an expenditure of \$40,000. Before we spend the public's money in this way, we need to make sure the expenditure is commensurate with the need.

For patrons who do not have ready access to an email account, they are welcome to call one of our branches and staff will be glad to assist them. If an item becomes available for pickup they will receive a printed notice in the regular mail. In about 6 months we will reevaluate and determine if the volume of calls warrants the \$40,000 expenditure or is the volume such that staff can adequately handle it.

I hope this helps you understand this decision better. If I have not addressed your concern please let me know by letter or by phone at 427-7706 extension 7612.

Thank you again for expressing your concerns.

Sincerely,


Teresa Landers

Dear Barbara,

Nov 10, 2011

I am concerned by the direction the library system is going - the human factor is being diminished - the high tech world is totally the power. I am a library person that is not high tech. I am a #2 pencil person.

I am really concerned by personnel cut-back. I do not believe high tech is a replacement for people. I know much that is decided by cost but nothing can replace real people. I hope you will be able to keep people library service along with high tech.

Thank you
Patricia M. Bain
Patricia M. BAIN



Patricia McBain
2494 N. Rodeo Gulch Road
Soquel, CA 95073

462-1527

"This most dreadful NOTE"

RICHMOND: Richard III, V, iii.

000119

Things To Do – Completely Transform the Library

22 Tuesday Nov 2011

Posted by [sonorandragon](#) in [Advocacy](#), [eBooks](#), [Media](#)

So a few days back I [wrote up a little post](#) that set off a few people, got some [nice comments](#), and generated a tiny bit of buzz. Basically I asked a question, which I thought was a fair question, “What are libraries going to do when most everything is delivered digitally?” We’re getting close to that point. I can buy a lovely device that will carry my books, movies, music, games, and all manners of stuff on it. This device, if given proper capacity or a connection to the cloud, can carry more items than many large libraries. So, what are libraries to do when this happens?

One person said I don’t get it and that if occupations are defined by the tools they use and those tools go away, then naturally so too might the profession. I don’t think I’m daft here and I don’t think I’m being off hand when I say that *all* professions are defined by the tools they use. That’s actually what makes a profession, the ability to use tools in a way that most people don’t understand. I can use a scalpel, but that doesn’t mean I should perform surgery. A doctor might be able to search with Google, but according to some medical librarian friends of mine, that doesn’t mean doctors are good at using Google.

Either way, let me lay this out in a context that I understand and that might clear a few things up – by using science fiction.

You ever watch *Star Trek: The Next Generation*? You notice how they have these things called replicators and that’s how they get a lot of their stuff? For instance, if Picard is thirsty he orders “Tea. Earl Grey. Hot” and the replicator not only makes the tea, but it can also make a cup and saucer to properly serve it. Hungry? Have the replicator make you some food, anything you want. It occurs to me that, if we actually had this kind of technology, grocery stores would be in a hell of a jam, wouldn’t they?

Well, that’s kind of what I see libraries facing in the very near future. Apple’s new iPhone with built in Siri (Now with [GPP, Genuine People Personality!](#)) makes it so you can just talk to your device and get what you want. It won’t be long before this is available on an iPad and soon I can just pick up my iPad and say “Siri, get me the latest James Patterson book from the iBooks Store. Put it on my Visa card.”

So transformation is not only desirable, but one hundred percent necessary. Now we come to the next question:

Are we ready?

Some ideas about what we could do to enhance our services and further that transformation came up in comments and through conversations. Here’s a short list:

- Help people create blogs, web sites, or teach them how to self publish.
- Teach them the best and most efficient ways to find what they want online.
- Create apps to better access our services from anywhere in the world.
- Go to public places, businesses, and even private locations to teach, instruct, and serve their information needs.
- Set up work spaces, shops, and places for people to learn how to make things.
- Help them learn how to create and distribute their ideas. For instance, a library studio that helps people make videos and post them on YouTube.

There are far more ideas. Ask fifty librarians and you'll get fifty ideas. So what would it take to make this happen? I'm a technologically oriented guy, but creating an app is something I wouldn't be skilled at. There are many working in library IT departments who might be able to create library apps, but do they have the time, backing, and resources? I've been known to make videos to post online, but I'm using my own equipment. The library doesn't really have the money to purchase the necessary stuff to make a video studio, let alone two or three of them.

It's easy to say we need to re imagine the library, but to do it we'll need resources, skill sets, a willingness to learn and adapt, and the administrative vision to make it happen. After all, even if I get our Friends of the Library group to buy us the necessary equipment to say, set up a multimedia online studio for creating videos and podcasts, that doesn't mean I have anyplace to set it up nor the time to devote to teaching people how to use the stuff.

I work with many bright and intelligent librarians both within and outside my library system. They use the Internet, they're adept at searching, and they're far from technologically illiterate. Yet some of them look at the video and podcast production stuff I do as something akin to magic. They read blogs, but they have no idea how to set one up or what the difference is between WordPress.com, WordPress.org, or Blogspot. They use eReaders, but haven't the slightest idea how to publish something for one, let alone how to distribute it online.

So are we ready? Well, no, not yet. I think we're going to get there, but it's going to take some time to reorient not only our profession, but ourselves as well. I have specialties that you don't and there are things you can do that I shouldn't even attempt. I think a good first step, especially within your own library systems, is a simple but highly important one.

Look around you. Look at your colleagues. What are they good at? What is it that they know more about than anyone else in your system? I work with a geologist, a doctor of psychology, a talented guitarist and musician, and a master storyteller. What about you? Let me tell you, it's much easier to figure out who should do what when you find out who would be the best at it.

And if you feel the interest, leave a note in the comments about what to do *after* you find out who your experts are. This transformation, this change, will not happen overnight nor should it. But after you figure out who does what the best, where do you go from there?

Video loans rise quickly at libraries

Borrowed any good videos lately from the library? If you have, you are in good company.

Video lending has exploded during the past five years, rising at a far higher rate than the lending of books or audio, according to information from the Massachusetts Board of Library Commissioners.

Video lending statewide more than doubled between 2000 and 2010, from 6.6 million videos to 14.1 million.

That's still a far cry from ever-popular books - more than 38 million were borrowed last year. But while books still reign as king at libraries, the number borrowed has climbed less than 10 percent since 2000.

However, rocketing video lending may be losing some of its altitude. Some librarians say the ease of watching movies and TV shows on computers, through online streaming services such as Netflix, may undercut borrowing.

Still, Karen Johnson, director of the Avon Public Library, said the surge in video borrowing has been remarkable. Years ago, children's and historical videos dominated borrowing.

Now it's new-release movies, especially since most videos are available as soon as they hit pay-per-view. She spends about 5 percent of her budget on video and has more than 14,000 titles available.

People like to borrow because it saves them money over Netflix or other services - although some come to the counter and offer to pay, not realizing that borrowing videos, like books, is free.

The big times for borrowing tend to be Fridays, Saturdays, and before snowstorms, she said. She noted that DVDs don't hold up as well as tapes.

"I think people use them to ice skate with, they are so scratched," she said.

Patrons can only hold on to new releases for two days, ensuring quick turnover.

In Mansfield, space constraints keep the town library from dramatically expanding its video collection, said director Janet Campbell.

However, the library is a busy lender - last year more than 35,000 videos went out the door, including 15,000 geared toward children.

"The decision was made years and years ago not to invest a lot in DVDs and videos because of local stores," she said. "We don't have the stores now, but we don't have the space either."

The library concentrates on video versions of books, which narrows its collection, although patrons can get a broad selection from neighboring libraries.

Some librarians are wondering whether video borrowing may be waning, as they have seen numbers plateau or drop slightly. Judie Kleven, director at the Elizabeth Taber Library in Marion, said more and more people are turning to their computers rather than the library.

“It’s too easy to get what you want with the flick of a button,” with online services, she said. Plus, online there are no fines. Or people can even rent from kiosks at the supermarket.

“I’ve been noticing the trend for a couple of years now,” she said, although the decline has been slow. “For a while, it was quite a boom.”

Children’s videos still see a lot of use, she said.

“What is interesting to me,” said Harry R. Williams III, director of the Crane Library in Quincy, “is that the huge preponderances of checkouts are still books.”

Despite continuous warnings that videos are turning the nation into illiterates, people love their books, he said.

And when a good movie comes out of a classic book, requests for the book will soar.

“The formats feed off each other,” he said.

Books are far and away the big-ticket items at the Sharon library, said director Barbara Nadler. In October, 13,000 books were checked out, compared with 4,000 videos.

The most popular videos are new releases, but TV shows and foreign and independent films are also enjoyed, she said.

Also extremely popular in the commuting town halfway between Boston and Providence are audio books, with about 1,000 a month going out.

Rob MacLean, director of the Weymouth public libraries, said he thinks the big jumps in video lending may be nearing an end, although lending of DVDs and Blu-Ray remains strong.

People especially love when they find out that movies are available on the first day of their release.

“When they find out they can put holds on a movie, that’s all they need to know and we become their video store,” he said.

Matt Carroll can be reached at mcarroll@globe.com. Follow him on Twitter @globemattc.

HUFFINGTON POST On Libraries

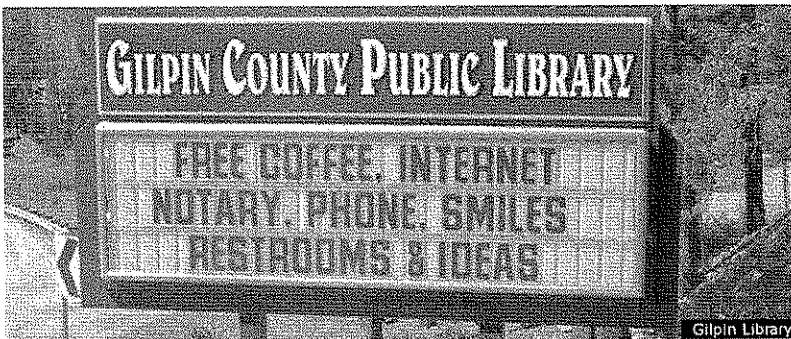
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LIBRARIES IN



A new series, *Libraries in Crisis*, debuted in *The Huffington Post* last week. As described by Books Editor, Andrew Losowsky, it will look at “how today’s libraries are about more than books [ed note; oops, someone neglected to communicate this to the logo designer]...how they can be a community resource where reliable information and guidance is provided, free of bias and commercial influence.”

The first article in the series, “Library Budget Cuts Threaten Community Services Across Country,” uses an image that does make the point that libraries “are about more than books” (from Gilpin County Public Library, Colorado):



Andrew Losowsky became the *Huffington Post*’s Books Editor in August, an unexpected move for someone who has demonstrated a passion for print, specifically print magazines; he runs Stack America, which provides subscribers with a bi-monthly selection of the best of independent print publications and co-wrote the books *We Love Magazines* (Gestalten Verlag, 2007) and *We Make Magazines: Inside the Independents* (Gestalten Verlag, 2009). His new book, however, *Reading in Four Dimensions*, is a self-published e-book about the future of books.

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How Will We Read: In Public Libraries?

Posted: 11/21/11 10:05 AM ET

C. M. Rubin

Author, The Real Alice in Wonderland book. Blogger

Libraries across the United States need our help as they are being closed or having significant cuts made to their budgets.

The public library service has impacted each of us at some point in our lives whether as a child, a student or as an adult. It's presence in our communities reminds us that there are places that deeply respect knowledge and artistic and cultural achievements; places that are much more important than economic profit because of the larger role they play in enhancing our society's quality of life. And so, before you read my interview with Molly Raphael, President of the American Library Association, please take a moment to look at 10 important things you need to know about our American libraries.

1. Americans go to school, public and academic libraries nearly three times more often than they go to the movies.
2. There are more public libraries than McDonald's in the U.S. (total of 16,604 including branches).
3. 59% of adults in the U.S. have a public library card.
4. Reference librarians in the nation's public and academic libraries answer nearly 5.7 million questions weekly.
5. Public libraries are the number one point of online access for people without internet connections at home, school or work (98.7% of public libraries provide public access to the internet).
6. Public libraries are one of the greatest equalizers for equitable access to information regardless of race, creed or income level.
7. In these times of economic crisis, over 65% of public libraries provide services for job seekers.
8. Americans spend more than twice as much on candy as they do on public libraries.
9. Americans spend \$34.95 a year for the public library (and check out an average of more than seven books a year)
10. A public library provides a safe, warm, friendly place for a poor family to read with their children.

(Sources: American Library Association, Henmead Enterprises, Inc.)

What are the major issues facing public libraries as the digital evolution of books continues?

Rapidly changing technology, adequacy of financial resources, and changing demographics are three major issues facing libraries. Keeping up with the rapid pace of technological advancement

is very challenging. Demand is rapidly accelerating for e-books. At the same time, many library users continue to demand print books and resources. Libraries must meet the expectations of both kinds of users with limited financial resources. Issues related to digital content are being addressed by a new working group we created in the American Library Association. The financial resources issue is a particularly important one because now there are even more demands on those resources in terms of what the public expects and the services we need to deliver. Library use is increasing, dramatically in some places, while many libraries are experiencing a reduction in funding levels. Communities are experiencing major shifts in demographics, which require new approaches to meeting community demand. Libraries have to adapt services and often have spaces which limit their abilities to offer effective services.

What do you see as your key goals going forward?

Keeping libraries central in people's lives and meeting the expectations of people who use libraries are central goals. This means that each library has to pay attention to the community that it serves and make strategic decisions about where it should be going and how it should be allocating resources. Another goal is to make sure that library staff has the training and skills needed to serve people in this rapidly changing environment. So it is a hugely challenging but also a very exciting and rewarding time for libraries.

In terms of the challenges facing libraries today, can you speak to some of the strategies you have seen put in place by successful public libraries around the country?

If we think about how libraries operate and deliver services now versus 15 or 20 years ago, we know that they must make smart, strategic choices about the virtual library versus the physical library. Those strategic choices depend not only on financial resources and technology but also on the nature of the individual communities themselves. The changing demographics all across the country are also central to how libraries are now making strategic choices. For instance, if a community is a middle class community where lots of people have e-readers of some kind, there is likely to be far more demand for e-books than there is in a lower income community where people may come into the library to use the computers because they are dependent on the library to provide access to e-resources and the Internet.

I'll give you examples of the kinds of strategic decisions libraries make. When Blu-ray came out, some libraries decided to skip this new format because they believed everything would be downloadable soon. If you invest in something and two years later technology has moved on, your investment in that technology isn't worth much. Successful libraries today are spending a lot of time developing mobile applications because of how their communities choose to use services. You see websites for libraries that have a mobile app because they realize that's how people are accessing those libraries. Investing in different ways of delivering services is a strategic decision.

Many libraries have focused on libraries as "place", as centers of their respective communities. They've created wonderful programming in the library, turning it into a real cultural and educational center. Some libraries don't do that because people in those communities have many

other options, and those activities are just duplicative. Libraries need to engage with the local community and what are that community's needs and aspirations, and look at what else might fit with the community as well.

Thoughts on the Google book digitization project?

Google Books has been a topic of conversation since it started. Now the intellectual copyright issues are in the courts for resolution. There are other digitization projects that are also underway. Some only digitize books that are in public domain, so they don't have the kinds of issues Google Books does. There is an effort that is being initiated at Harvard at the Berkman Center for the Internet and Society called the Digital Public Library of America. That project is looking at digitization that would be comprehensive. This effort is in early planning phases, figuring out what the scope would be, the governance, and other key issues. I think the whole area of properties that aren't born digital is going to be center stage for a while until a number of these issues get resolved. Libraries and library leaders are very interested and involved because digitization holds potential for making resources accessible in ways never imagined decades ago.

In closing, would you elaborate further on the importance of the two way street between libraries and communities?

In general, most libraries receive their funding from the local level. The responsibility that libraries have to pay attention to their respective communities is central to the success of each library. For instance, if you are a community that has a lot of at risk children, then putting funds into programs that prepare those children to be ready to read when they enter kindergarten is an important focus. If we don't pay attention to the community, we can end up with library services that are not appropriate for that community. It's not just connecting with the people who are already using the library. It's also looking broadly at the different elements of the community and understanding how we might serve them better - how do we support and sustain services to small businesses, how do we contribute to lifelong learning, how do we support learning and development for children and youth, how can our services contribute to the advancement of different segments of our populations? What we see in terms of support for libraries is very heartening because it means those libraries have really connected with their communities. During this economic downturn, many libraries have struggled with funding issues, but often their communities have stood up and said, "Our libraries are essential and they need to be funded." Examples of communities standing up and speaking out for their libraries can be found all across the country. Even in these tough economic times, when asked to support local library funding measures, communities have done so, voting in favor of 87% of operating funding measures last year.

How Will We Read? Community Page

C. M. Rubin is the author of the widely read online series, *The Global Search for Education*, and is also the author of three bestselling books, including *The Real Alice in Wonderland*.

The Public Library, Completely Reimagined

Fayetteville Free Library, by Lauren Smedley

You'll hear a lot of talk about the "death of the public library" these days. It isn't simply the perpetual budget crises that many face either. It's the move to digital literature, and the idea that once there are no more print books (or rather *if* there are no more print books), the library as an institution will cease to exist.

Librarians will remind you, of course, that a library is much more than a book repository. It's an information center (free and open information, I should add). It's an educational center. It's a digital access center. It's a community center. It's fairly clear when you describe the library like this that none of these roles are going away (nor should they), no matter what format our reading habits may move to.

But these new formats will indeed change libraries — how they operate as well as how they look. As our books become digitized, there may be less need for row upon of bookshelves. And as such, that's a great opportunity for libraries to re-think how to use that space.

Earlier this year, MAKE Magazine's Phillip Torrone wrote a provocative article asking "Is it time to rebuild and retool libraries and make 'techshops'?" In other words, should libraries join some of the other new community centers that are being created (such as General Assembly which we covered yesterday) and become "hackerspaces" or "makerspaces"?

"Yes!", says librarian Lauren Smedley, who is in the process of creating what might just be the first maker-space within a U.S. public library. The Fayetteville Free Library where Smedley works is building a Fab Lab — short for fabrication laboratory — that will provide free public access to machines and software for manufacturing and making things.

Lauren Smedley, assembling the MakerBot

So far, the Fab Lab is equipped with a MakerBot, a 3D printer that lets you "print" plastic pieces of your own design. The potential for 3D printers to revolutionize manufacturing as we know it is huge: imagine being able to design and then manufacture — or "print" — whatever you want. Moreover, imagine the tools of manufacturing being in the hands of everyone, not just giant factories (and remember, since this is a public library, this is really putting the technology in the hands of everyone, not just those that can afford a membership at a traditional hackerspace).

Smedley says she plans on adding other equipment as well, including a CNC Router and a laser cutter. Smedley helped her library win a \$10,000 innovation grant at the recent Contact Summit in New York and is also raising money via an Indiegogo campaign. She's reaching out to local science teachers, as well as encouraging those already active in area hackerspaces and makerspaces to get involved. Her plans also include offering free classes and programs for the

community, including Introduction to 3D Printing, 3D design software training, computer programming, and Geek Girl Camps.

Lauren Smedley

The Fayetteville Free Library is actually housed in part in an old furniture factory, so the site already has a “history of making,” says Smedley. But as a new-to-the-profession librarian herself, Smedley has been thinking a lot about “innovation in public libraries”: what belongs in a 21st century library? What should a 21st century library look like? What resources should it offer?

Smedley says she wants to prove that libraries aren’t just about books. They are about free access to information and to technology — and not just to reading books or using computers, but actually building and making things.

Thanksgiving Week Serves Up Net Neutrality

By Beverly Goldberg

The concept of net neutrality became a reality November 20, when long-sought rules slipped into effect to protect equitable access to online content. However, an unresolved lawsuit filed by Verizon in January continues to challenge the underlying principles codified by the Federal Communications Commission.

The FCC regulations ([PDF file](#)) establish three rules crafted to “preserve the internet as an open platform for innovation, investment, job creation, economic growth, competition, and free expression.” Specifically, the agency forbids mobile and fixed telecommunications providers from blocking or delaying the transmission of constitutionally protected content or online devices for any reason, including the amount of bandwidth needed to transmit that content. It also requires that carriers disclose “their network management practices, performance characteristics, and terms and conditions of their broadband services.”

Rationing bandwidth, or throttling, has been a contentious issue that has thwarted Congress from enacting net neutrality legislation for years. A lawsuit amended by Verizon in October and gathering amicus curiae petitions ([PDF file](#)) may keep the controversy alive for the foreseeable future.

American Libraries, Wed, 11/23/2011 - 13:10

BIG READ NARRATIVE from Friends of the Santa Cruz Public Libraries
Santa Cruz Reads – Edgar Allan Poe

OVERVIEW

Santa Cruz Reads Edgar Allan Poe was an amazing success. A very hardworking team put together a month of great variety...discussion groups, live theater, a blood drive, a fundraiser, ornithology, writing contests, film showings, and special events...and we were able to attract diverse audiences. The participation we had from school children, scientists, actors, and lovers of literature was the highlight of a month that passed by so swiftly.

Our decision to host a variety of events that attracted different audiences was very successful. We worked with locally-known members of the community who have their own followings and offered them the opportunity to lend a Poe-twist to their work: magician Blindini, Willing Suspension Armchair Theater, Loose Cannon Improv Group, birder Scott Smithson, and Munching with Mozart (Library-sponsored monthly concert). Nationally-known Santa Cruz residents also participated: Gary Young, John Moir, and Laurie R. King attracted audiences of all ages.

<http://www.communitytv.org/programs/online/santa-cruz-reads-edgar-allan-poe-kick>

Event Sampler and Their Audiences

Plasma Poe-Pourri Blood Drive: 18 adults qualified to give a pint of blood, meeting the local American Red Cross' goal

Willing Suspension Armchair Theater: gave two performances of Poe's poetry to a total of 46 people ranging from college students to retirees; additionally, they gave a reading on KUSP radio station and were filmed by Community TV with several showings locally

<http://blogs.kusp.org/poetryshow/>

<http://www.communitytv.org/programs/online/willing-suspension-armchair-theater-poes-poetry>

Munching with Mozart: attracted 59 music lovers for a lunchtime concert featuring the music of Liszt, Schubert, Pratorius, and deFalla.

Big Black Birds: attracted 21 birders and the just plain curious to learn about the differences between crows and ravens and the astonishing things those birds can do...including learning to say "nevermore"

Bringing Back the Condor: 41 students and adults packed into Santa Cruz's tiny Museum of Natural History to hear John Moir's riveting story of how the California condor is being brought back from the edge of extinction

Spooky Tales: we partnered with the Museum of Art and History for their annual Halloween event in Evergreen Cemetery. 53 people came to hear tales from Santa Cruz history and to see an actor emulate the mysterious Poe mourner who for 60 years placed 3 roses and a half-filled bottle of cognac at Poe's grave on his birthday

Loose Cannon Improv Company drew over 80 people into the cozy Broadway Theater House to laugh all evening at an amazing story they managed to weave inspired by word associations requested from the audience.

The discussion groups quickly inspired a steadfast loyal core. We had a different leader for each session and we drew from the considerable talents of the University of California at Santa Cruz, Cabrillo College, and Santa Cruz High School to lead lively and thought-provoking discussions. Local independent bookstore, Bookshop Santa Cruz, offered raffle prizes at the end of each session. The 10 discussion groups at the public library attracted adult readers and writers; the 3 discussion groups in the schools attracted teachers and students who love reading.

Impact of Big Read Resources

The Santa Cruz Public Libraries has offered two local community reads in the past but nothing on the level that Big Read support allowed. Big Read made it possible for us to devote money to event promotion, offer prizes for our writing contests, purchase supplementary materials for schools and libraries, and hire Duffy Hudson to spend four days in Santa Cruz visiting schools and making public appearances during our Grand Finale week.

Studio Holladay This local design firm incorporated their remarkable and attractive design into all the promotional pieces for Santa Cruz Reads Edgar Allan Poe. These pieces included posters, event signs, the writing contest brochure, the winners' certificates and the launch program. Key to the success of our Big Read project was Creative Director Conrad Altman's design of the Santa Cruz Reads website: <http://www.santacruzreads.org>. This site was the primary source of current information throughout the month. Studio Holladay also worked with Community Television of Santa Cruz County on a PR spot that ran frequently starting in late September. Beyond their design work, Studio Holladay provided their expertise in working with print vendors and the media. We had no trouble encouraging people and organizations to join us as partners in large part because our Santa Cruz Reads brand was so attractive.

Writing Contests Two members of the Friends of Santa Cruz Libraries grantwriting committee, Jory Post and Mary Nelson, used their talents and contacts to organize writing contests for both students and adults. Judges were able to award colorful certificates as well as gift cards from our two local independent bookstores, Bookshop Santa Cruz and Capitola Book Café. Because of Big Read funding, we were able to give prizes to all winners and runners-up. Student winners ranged from second grade to high school.

Supplementary Materials With Big Read funds, we were able to purchase class sets of 35 for each of the Santa Cruz City Schools of Edgar Allan Poe's Tales of Mystery and Madness, Graphics Classics: Edgar Allan Poe, 4th edition (effective for reluctant readers), and Great Tales and Poems of Edgar Allan Poe. These materials made it possible for every school to participate in the focus on Poe. Additionally, we supplemented the excellent Big Read Poe audio collection with the Edgar Allan Poe Audio Collection read by Basil Rathbone and Vincent Price.

We were also able to purchase copies of the animated film, The Tell-Tale Heart, produced by local filmmaker, Michael Swertfager, for each school and the public library. This film proved quite popular with the students at several noontime film festivals held during Poe month and we would advise Big Read to include it in their list of resources. Many teachers have reported that students decided to read Poe after seeing the film.
<http://www.thetell-taleheart.com/> School film festivals that included Swertfager's film played a big role in encouraging reluctant readers.

Duffy Hudson Duffy Hudson brought his one-man Poe show to Santa Cruz October 31-November 3 for the Grand Finale week. The reviews of his work are all fabulous and he won praise from students and adults alike. His greatest impact was in the schools where he made three to four visits a day and got even cool hard-to-please teenagers interested. Students were not only curious about Poe and Duffy's extensive knowledge of him, but were also interested in Duffy's life as a professional actor. For many students, Duffy's was the first live performance show they had ever seen on a stage. Duffy's appearance at the schools was a significant catalyst to all readers, but particularly to unenthusiastic readers. As one student said, "He made it real and I read the book after I saw him."

At the Grand Finale event on November 3, Duffy engaged an audience of over 50 people by being a very receptive listener to all the writing contest winners and by discussing detective story writing with one of our own famous writers, Laurie R. King (Beekeeper's Apprentice: In the Shadow of the Master: Classic Tales of Edgar Allan Poe). We could not even have considered having such a finale week without Big Read funding.

Partnerships

All of our partnerships were effective, rewarding, and hold promise for future projects. Here are two examples from the many we could have chosen.

Community Television of Santa Cruz County (CTV) The Santa Cruz Public Libraries had begun working with CTV before the Big Read opportunity but the work we did September - November on Santa Cruz Reads solidified the partnership. Mary Ann Thyken, Executive Director of CTV, sat on the Santa Cruz Reads Steering Committee and proposed the production of a half-hour show filmed in September to gather interest in the Poe events. Leaders of several of the events participated and the show has been aired many times throughout the month.
<http://www.communitytv.org>

CTV also recorded the Santa Cruz Reads Launch, Willing Suspension Armchair Theater, Duffy Hudson's one-man Poe show, and the Finale. The first two shows are available now, and the last two shows will be available soon on the website cited above. The high production quality, live streaming, and the frequency of showings attracted "virtual" attendance at these events. We learned a lot about how to present the Library to the community from collaborating with the CTV staff and we intend to do more projects together.

Santa Cruz City Schools The public library's partnership with the schools took a dramatic wonderful leap forward during the course of Santa Cruz Reads. Mary Ann James, Director of Curriculum, and Veronica Zaleha, Librarian at Santa Cruz High School, gave invaluable advice on the steering committee, encouraged participation from all elementary, middle, high school, and alternate schools, and provided the leadership that resulted in a large number of school events: both middle schools created their own Poe websites, the 8th grade at Mission Hill ran their own writing contest, three discussion groups were held across the system, Honors English in 9th and 10th grade read the prose and other English classes read the poetry. There were special teaching sessions about Poe at some schools and at least one teacher dressed as Poe for Halloween. Participation was significant and creative, and included all the students, including special ed. classes. There were a number of noon film showings and discussions that nudged students into reading the work itself. It was fun to collect the numbers to prepare this report because the enthusiasm was so high, and the question from everyone was: What shall we do next?

Local Public Officials

The Director of Libraries received Proclamations from the City of Santa Cruz, the County of Santa Cruz, the City of Capitola, and the City of Scotts Valley at public meetings that were recorded and often televised. The Board of the City of Santa Cruz Public Schools also made a Proclamation in a public meeting. Public officials attended events and made constituents aware of Santa Cruz Reads.

Promoting Santa Cruz Reads

Studio Holladay's design work set the standard for promoting Santa Cruz Reads. Community Television produced a half-hour program that generated interest before the Launch, and Wallace Baine, Arts Editor for the Santa Cruz Sentinel, wrote a well-place article that attracted lots of attention on September 29.

http://www.santacruzsentinel.com/ci_19001449?IADID=Search-www.santacruzsentinel.com-www.santacruzsentinel.com

These media pieces got Santa Cruz Reads off to a strong start and allowed momentum to build. From here, each event had its own press release and targeted audiences. Regular Santa Cruz Reads status reports were made on Santa Cruz Public Libraries' Facebook Page; tweets were made from SantaCruzPL with the #santacruzreads hashtag. Midway through the month we got a boost from radio station KZSC at the University of California at Santa Cruz with a half-hour interview show conducted by Bruce Bratton with Pete Cullen, Friends of the Santa Cruz Public Libraries incoming President, and Janis O'Driscoll, Manager of Programs and Partnerships with Santa Cruz Public Libraries. We talked about Big Read and the Friends.

We did find that some events got more attention than others in the media. We averaged about three events/week and there was actually a Big Read event every night during one week. Next time we will try to work with the media ahead of time to plan how to promote a series like this.

Educational & Promotional Resources

The Big Read materials provided to us were very effective. Two of the banners hung in front and to the side of the Downtown Branch from October 1- November 3. The third banner was used at big events such as the Launch.

The Reader's Guide to The Stories of Edgar Allan Poe was popular. All participating schools received quantities of them as well as all ten of the Library's branches and Bookmobile. They were take-aways at the Launch, discussion group sessions, and the Willing Suspension events. The quantity we received was sufficient for our purposes.

Even more popular was the Audio Guide CD from The Stories of Edgar Allan Poe. Many people commented on the quality of the recordings and excerpts were used as conversation starters during discussion group sessions. Multiple copies were provided to each school and copies were added to the SCPL collection. The CDs were also takeaways at events and were quickly disseminated. We especially appreciated having all the ones we received.

The Grantee Login area was useful to Studio Holladay, the Friends, the Library staff, and the SCHS Librarian. We mostly used Media & PR and Grant Management. Sherry Skold, current President of the Friends and Janis O'Driscoll used the orientation activities in archived format mostly to clarify NEA's expectations. We both also received direct online advice about procedures and this was much appreciated.

Looking Forward

We all agreed that October was the perfect month to have Santa Cruz Reads Edgar Allan Poe and it fit with Halloween and the Day of the Dead. We also all agreed that the short preparation time between notification of the grant award in July and the need to begin activities October 1 was challenging. We enjoyed Big Read and want to do another one, but we will not propose to do another one in October. Our plans were carried out well, but the timeline was crazy-making.

We have purchased the domain name santacruzreads.org so we are definitely planning to do more community reads. The partnerships formed and the opportunities to work with so many different groups in the community goes to the heart of the work of a public library.

The grant process is quite clear and we have no changes to offer. We do hope that there will be an update to the list of authors and works that will include more contemporary writers of different backgrounds. We'd like to see more writers and works that are accessible to middle school students as well as adults. Poe was so successful because he is so accessible.

We would also suggest more one-to-one check-ins with any group being funded for the first time. The few bumps we encountered came from our inexperience with Big Read procedures. We do want to say that we always found Arts Midwest responsive whenever we contacted them.

Thank you for this opportunity. We are proud that we received a grant and proud of what we accomplished.



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Santa Cruz Reads numbers

Janis O'Driscoll <odriscollj@santacruzpl.org>

Mon, Nov 14, 2011 at 5:59 PM

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The narrative is a different piece from the numbers. Here are those.

41 events excluding book discussions but including school events

Attendance: Adults 745

Children 2392

13 book discussions (10 Library; 3 School)

Attendance: Adults 77

Children 200

Volunteers 44

Participating Schools 10

Janis