

## LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, January 9, 2012  
Downtown Branch Community Meeting Room  
224 Church Street, Santa Cruz

6:30 PM Reception for retiring Board Chair, Barbara Gorson

7:00 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA OF JANUARY 9, 2012
3. APPROVE MINUTES OF DECEMBER 5, 2011
4. ORAL COMMUNICATIONS
5. CONSENT AGENDA
  - A. Resolution to accept James Morley donation
  - B. Resolution to accept Dorothy Hale donation
6. WRITTEN COMMUNICATIONS
  - A. Articles about Santa Cruz and California Libraries (PG 65-77.)
  - B. Patron Written Comments (PG 78-79.)
  - C. Articles on Libraries Nation Wide (PG 80-84.)
  - D. Calpers article (PG 85-87.)
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 December 2011 (PG 7-11.)
- B. Monthly Statistical Report – November (PG 12-15.)
- C. Financial Report
  - i. November Financials (PG 16-25)
  - ii. LFA revised estimates for FY11/12 and preliminary estimates for FY12/13 (PG 26-32)
- D. ILS update (oral)
- E. Update on transition (oral)
- F. Approval of Library Information Technology Reclassification (PG 33-57)

10. OTHER BUSINESS

- A. Parking Lot Review
- B. Appointment of citizen member (PG 58-64)

11. NEXT MEETING

Special Study Session on Facilities Planning scheduled for Monday January 23, 2012 at 5:30 p.m.

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

12. ADJOURN

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

The Santa Cruz City-County Library System does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, we ask that you attend fragrance free. Upon request, the agenda can be provided in a format to accommodate special needs. Additionally, if you wish to attend this public meeting and will require assistance such as an interpreter for American Sign Language, Spanish, or other special equipment, please call the Library Administration Office at 427-7706 at least five days in advance so that we can arrange for such special assistance, or email [subfinders@santacruzpl.org](mailto:subfinders@santacruzpl.org).

SANTA CRUZ PUBLIC LIBRARIES  
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

Downtown Branch Community Meeting Room  
224 Church Street, Santa Cruz

December 5, 2011

6:30 PM PUBLIC MEETING

Chair Gorson reported to the public on the closed session meeting which addressed labor negotiations. The Board received input from the Library Director and gave direction. There were no reportable actions.

I. ROLL CALL

Present: Citizen Nancy Gerdt, Citizen Barbara Gorson, Citizen Leigh Poitinger, Councilmember Jim Reed (arrived late), Councilmember Katherine Beiers, Supervisor Pirie, Supervisor Stone

Absent: Councilmember David Terrazas

Staff: Teresa Landers, Director of Libraries

II. APPROVAL OF MEETING AGENDA OF DECEMBER 5, 2011

**Councilmember Storey moved, seconded by Citizen Poitinger**

**That the Board approve the Agenda of December 5, 2011**

**UNAN**

**Absent: Terrazas, Reed**

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III. APPROVE MINUTES OF November 7, 2011

**Councilmember Beiers moved, seconded by Supervisor Pirie**

**That the Board approve the Minutes of November 7, 2011**

**Ayes:** Gerdt, Gorson, Poitinger, Beiers, Pirie, Stone  
**Absent:** Terrazas, Reed  
**Abstain:** Storey

IV. ORAL COMMUNICATIONS

No comments

V. CONSENT AGENDA

**Supervisor Pirie moved, seconded by Councilmember Storey**

**That the Board approve the Consent Agenda of December 5, 2011**

**UNAN**  
**Absent:** Terrazas, Reed

- A. Holiday early closure
- B. 2012 Board Meeting Schedule
- C. Meeting Room Policy – minor revisions

V. WRITTEN COMMUNICATIONS

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

VI. REPORTS OF ADVISORY BODIES

- A. Friends of the Santa Cruz Public Libraries (oral)  
Pete Cullen introduced himself as the new president of the Friends of the Library.

- B. Finance Committee Oral Report  
The Finance Committee met on November 28. Chair Gorson gave a brief report on the topics that had been reviewed. All items are on this agenda for further discussion.

VII. MEMBER REPORTS

- A. Capitola Report (Storey)

Councilmember Storey reported that Capitola is continuing to set aside the required funding for the proposed library but all other activity is on hold pending the decision of the Supreme Court regarding the RDA.

VIII. STAFF REPORTS

- A. Monthly Narrative Reports- November 2011
- B. Monthly Statistical Report- October 2011
- C. Mid year budget adjustment review - October 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. No changes are recommended at this time. The Board should be prepared for possible unknown expenses such as building expenses due to age related issues (such as a boiler with a 13 year life expectancy installed in 1998).  
Director Landers handed out an additional PERS rate report that had not been attached to the packet.
- D. Library Audit  
The Board discussed the Audit results which were positive and did not show anything out of the ordinary. The financial situation was significantly improved due to actions the Board had taken throughout the year. No issues were identified in the Audit and the Audit does reflect positive results for the last two fiscal years.

**Councilmember Storey moved, seconded by Supervisor Pirie**

**That the Board accept the Library Audit.**

**UNAN**

**Absent: Terrazas, Reed**

- E. ILS update (oral)  
Director Landers reported on the migration to the new ILS. A relatively short list of 18 items has been compiled that still need to be worked out. Several training classes in the use of the new ILS are being offered to the public.
- F. Update on Transition (oral)

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Director Landers reported that staff is doing an excellent job. 7 transition teams consisting of staff members are working on a smooth transition to the new service model.

G. Facilities Planning

Director Landers gave an overview of the history of facilities planning in the Santa Cruz Public Library System and provided extensive research and input for an improved facilities master plan. The Board discussed various short and long term issues and required actions.

**Citizenmember Pointinger moved, seconded by Supervisor Pirie**

**That the Board approve a study session on January 23, 2012 (or the next appropriate date) to review the issue of facilities improvement.**

**UNAN**

**Absent: Terrazas**

IX. OTHER BUSINESS

A. Parking Lot Review (no pending items)

B. Appointment of citizen member: Presentations by candidates

Two applicants introduced themselves briefly:

1. Casey Buchter – Retired Attorney for the State Dept. of Parks.
2. Dick English – Business operations and leadership professional with over 35 years of corporate experience mainly in high tech fields and for the last 10 years in career transition coaching.

The appointment of the new citizen member will occur on January 9, 2012.

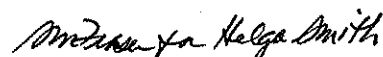
X. NEXT MEETING

The next regularly scheduled meeting is Monday, January 9, 2012 at 6:30 pm.

XI. ADJOURN

The regular meeting adjourned at 7:55 p.m.

Respectfully submitted,



Helga Smith, Clerk of the Board



**RESOLUTION # 2011-07**

**RESOLUTION OF THE  
SANTA CRUZ LIBRARY JOINT POWERS AUTHORITY BOARD  
ACCEPTING FUNDS AND AMENDING THE FY 2011-12 BUDGET**

WHEREAS, a bequest of \$12,269 has been left to the Santa Cruz Public Library by the Estate of James Morton Morley; and

WHEREAS, the monies have been earmarked for the La Selva Branch Library at 316 Estrella Ave., La Selva Beach.

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that it accept the \$12,269 pecuniary gift from the Estate of James Morton Morley and that it amend the FY 2011-12 Budget.

PASSED AND ADOPTED this 9<sup>th</sup> day of January 2012 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

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Chair

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Board Clerk



**RESOLUTION # 2011-08**

**RESOLUTION OF THE  
SANTA CRUZ LIBRARY JOINT POWERS AUTHORITY BOARD  
ACCEPTING FUNDS AND AMENDING THE FY 2011-12 BUDGET**

WHEREAS, a bequest of \$70,000 has been left to the Santa Cruz Public Library by Dorothy A. Hale Trust; and

WHEREAS, the monies have been earmarked for the Scotts Valley Branch Library at 251 Kings Village Road, Scotts Valley.

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that it accept the \$70,000 pecuniary gift from the Dorothy A. Hale Trust and that it amend the FY 2011-12 Budget.

PASSED AND ADOPTED this 9<sup>th</sup> day of January 2012 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

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Chair

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Board Clerk



## MONTHLY REPORT FOR DECEMBER 2011

At the end of December we said goodbye to 17 staff- some retired and others, unfortunately, laid off. All have provided many years of dedicated service to the Santa Cruz community. They are all deserving of our thanks and appreciation and will be missed.

### **1. READING, LISTENING AND VIEWING FOR PLEASURE**

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

Mother Goose Storytime at Aptos had a playtime session, led by Cathy Landis, where toys, puppets, puzzles and equipment for climbing and crawling were brought out. It concluded with a short circle time. Whole families attended including some grandparents. 25 people had a very enjoyable time.

#### **B. All ages will have materials, programs and displays that reflect current community interests and provide pleasurable reading, viewing and listening experiences that help them reach their personal literacy goals.**

Aptos pages, Chelsea Bogrow and Briana Garcia created a display in the children's room of a gingerbread house painted on the window. Children can decorate gingerbread people to add to the display.

Jake Malsbury, page at La Selva Beach, also drew a gingerbread house for LSB's children's area wall. Children have been decorating gingerbread people to add to it.

Cathy Landis's Craft Club at Live Oak has become incredibly well-attended in its final weeks at Live Oak. The kids are clearly excited to come and do crafts with Cathy, and are sad that the program is ending. Hopefully there will be something like this at Live Oak again in the future.

#### **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.**

The first ever Stuffed Animal Sleepover was held at Scotts Valley. Jenn did a great job planning and publicizing this fun event. Over 20 children came with their parents to the storytime with Librarians Jenn and Jeanne on Thursday, December 8. They all made nametags for their stuffed friends and most of them even let their friends stay at the library. First time sleepovers are always difficult and some stuffed animal “parents” decided the stuffies just weren’t ready to spend the night away. Everyone returned on Saturday to pick up the stuffed friends and hear (and see) all about their adventures at the library. Despite some difficulties with the media wall, a grand time was had by all. South County stuffed animals can look forward to the second ever Stuffed Animal Sleepover at Aptos on December 28.

Here the link to a slide show of the Scotts Valley Stuffed Animal Sleepover:

[http://static.animoto.com/swf/w.swf?w=swf%2Fvp1&e=1324230376&f=vHDXkcKzSyTajU8a3jLc3A&d=333&m=a&r=240p&volume=100&start\\_res=240p&i=m&options](http://static.animoto.com/swf/w.swf?w=swf%2Fvp1&e=1324230376&f=vHDXkcKzSyTajU8a3jLc3A&d=333&m=a&r=240p&volume=100&start_res=240p&i=m&options)

The new Programming Team has been meeting weekly and a schedule of early literacy classes will begin at all the branches the week of January 9. The programs for Children and Families flyer for January – March is available at all branches.

All of the Kindergarten classes from Del Mar Elementary visited the Live Oak Branch in December. Heather gave them a tour and introduction to library services and they got their library cards. Barbara Pasternak, Lois Meyer, and Kevin Hildreth processed all the library card applications. We also had a first library visit from Live Oak Preschool children and parents and our regular class visits from the first graders at Del Mar and the Special Day Class.

**C. People will have access to innovative technology and the tools necessary to find, evaluate and use information and resources to meet their learning needs.**

### **3. COMMUNITY CONNECTIONS**

**A. The library will initiate and nurture partnerships with the public, private and nonprofit sectors in Santa Cruz County for the mutual benefit of the partners, the library and the community.**

Bobbi Wolner visited the Stroke Center at Cabrillo to meet with one of Beth McKennon’s classes. She wanted her students to understand what the library has to offer and to fill out library card applications. There were 14 students of varying ages and abilities. All filled out apps even if they had a card because we were able to update or set them homebound. Beth would like to plan a class outing. Beth will also plan on having a return visit from the library in the Spring and will combine several classes.

Library hours have been doing quite well. Even though it's the holiday season, Seniors have been stocking up on good books.

Once again, Outreach had to cancel our scheduled visit to the jail due to a lack of donated paperbacks. We will try to reschedule for January and may need to develop an alternate approach to serving this community.

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

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

On December 21, a Scotts Valley patron visited the new branch for the first time and received such helpful and courteous service from Catherine Workman and April Zilber that they were prompted to send the branch a check for \$50. It was their way of expressing their thanks to staff who made sure that they had their boarding passes printed for their return home while the branch was experiencing computer and printing problems and for making their visit so memorable.

The Scotts Valley Library received a \$70,000 bequest from the estate of Dorothy Hale.

**D. Volunteers will be used effectively.**

On December 19, Leslie & super-volunteer Sue Lampson regaled Hope Services clients & staff with a seasonally apt tale of the far North, shared books about the Inuit people of Canada, & followed our tale about an Inuit girl gathering mussels in the moonlight with a dynamic, interactive reading of *The Owl & the Pussycat*. Before we did the poem, Leslie broke the news that this was her last visit (for now, anyway), assured the clients that Sue would still be coming, & told them that her wonderful library colleague Brenda would make sure that they stayed connected to us. Leslie, Sue, & the Hope Services clients & staff repeated the final refrain of the poem ("and they danced by the light of the moon...") at full force, & ended with laughter, applause, & hugs.

Laura Whaley, new Volunteer Coordinator, got started in December.

#### **4. WELCOMING PLACE**

**A. Identify the physical changes and funding required to provide 21<sup>st</sup>-century library facilities.**

The temperature inside the LSB branch has been very chilly this winter. Some days it was 46 degrees inside when staff arrived at 10. When Gale Farthing was made aware of this she asked our maintenance man, Ken Madonia, to come in before we opened to turn the heater on which has made a world of difference! In December, the heater in the children's area broke but was fixed quickly by the LSB Recreation Department.

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

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

Jeanne O'Grady met with Sue Graziano to discuss and define the library's continuing proctoring program in the new service model.

## **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.**

**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.**

The meet and confer sessions with the various bargaining units came to a satisfactory conclusion and the Library is ready to move forward on the new service model in January.

## **6. ORGANIZATIONAL READINESS**

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

Jeanne O'Grady attended Module #7 (Motivating Your Team) of the city's leadership classes. She also met with Tori Hannah who will be her Mentor in the city's Mentoring Program through June 2012.

Cathy Landis visited the Boulder Creek library where outgoing branch manager, Laura Whaley, gave her a tour of the branch. Cathy will be the person in charge at BC on Fridays.

Cathy Landis, person in charge at La Selva Beach library, gave Laura Vanderslice a tour of the branch. Laura will be the person in charge at LSB on Fridays.

Heather Norquist attended the PLP Database Demonstrations virtually from LO.

Live Oak: Most of the Live Oak Staff has been transferred and this past month, they have been very busy doing their job at Live Oak, and attending training and meetings at their new branches. Gail Paynter will move to Scotts Valley, Kevin Hildreth will move to Central. Laura VanderSlice will be the Person-in-Charge at Boulder Creek. Cathy Landis will be the Person-in-Charge at the La Selva Beach Branch. Paula Contreras and Heather Norquist will work in Collection Development at Headquarters.

Patty Carroll will stay at Live Oak with the new Person-in-Charge, Craig Weatherington.

We are saying goodbye to our most wonderful co-workers, Lois Meyer and Barbara Pasternak. Barbara will retire and work part time at the Capitola Branch.

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

Teresa was appointed co-chair of the 2012 California Library Association Conference which will be in San Jose in November.

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

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

	Circulation			Business*			Reference/info			Visitors		
	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change
<b>July</b>												
Aptos	20321	17814	-12.3%	47311	30711	-35.1%	4694	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%	18285	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%	5072	4617	-9.3%	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	-13.4%		165	#DIV/0!	1,532	1,391	-9%
Live Oak	13313	12695	-4.6%	22505	21224	-5.7%	2622	3384	#DIV/0!	6,792	8,364	23%
Scotts Valley	18018	19514	8.3%	39757	29328	-26.2%	1278	8238	214%	994	0	0%
Outreach	2677	2096	-21.7%	6304	2294	-64.1%		3194	150%	994	1,436	44%
E-books	5088	7054	38.6%									
<b>TOTAL</b>	<b>126506</b>	<b>119660</b>	<b>-5.4%</b>	<b>275124</b>	<b>193728</b>	<b>-29.6%</b>	<b>17433</b>	<b>30707</b>	<b>76%</b>	<b>64,217</b>	<b>67,853</b>	<b>6%</b>
<b>August</b>												
Aptos	20095	17711	-11.9%	47281	31470	-33.4%	4694	3055	-35%	10,134	9932	-2%
Boulder Creek	3364	3102	-7.8%	9762	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%	1,202	1,242	3%
Garfield Park	2695	2597	-3.6%	8223	6899	-16.1%	442	217	-51%	1,945	2,977	53%
La Selva Beach	945	858	-9.2%	2381	2406	1.0%		165	#DIV/0!	1532	1,074	-30%
Live Oak	13129	13487	2.7%	23534	23206	-1.4%	2622	3384	#DIV/0!	6791.5	9354	38%
Scotts Valley	16380	20655	26.1%	38713	31809	-17.8%	1278	8238	214%	10232	14217	39%
Outreach	2809	2673	-4.8%	4465	2276	-49.0%		3194	150%	994	1492	50%
E-books	4730	6855	44.9%									
<b>TOTAL</b>	<b>123081</b>	<b>122141</b>	<b>-0.8%</b>	<b>267027</b>	<b>201874</b>	<b>-24.4%</b>	<b>17433</b>	<b>30707</b>	<b>76%</b>	<b>73410</b>	<b>85577</b>	<b>17%</b>
<b>Sept</b>												
Aptos	18645	17478	-6.3%	39059	28068	-28.1%	4694	3055	-35%	9,225	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%	4,775	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%	71145	52897	-25.6%	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	#DIV/0!	996	1,178	18.3%
Live Oak	12517	11145	-11.0%	21142	19335	-8.5%	2622	3384	#DIV/0!	7,024	7,759	10.5%
Scotts Valley	15949	17717	11.1%	36809	27493	-25.3%	1278	8238	214%	10,682	13,255	24.0%
Outreach	6958	2471	-64.5%	10247	1945	-81.0%		3194	150%	1,238	1,567	26.6%
E-books	7021	8126	15.7%									
<b>TOTAL</b>	<b>122760</b>	<b>110289</b>	<b>-10.2%</b>	<b>241703</b>	<b>173771</b>	<b>-28.1%</b>	<b>17433</b>	<b>30707</b>	<b>76%</b>	<b>71465</b>	<b>78,674</b>	<b>10.1%</b>

	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	20969,86301	-38.4%	4281	2500	-42%	10393	8084	-22.2%
Boulder Creek	3534	3,092	-12.5%	9649	5809,009009	-39.8%	234	217	-7%	2221	2346	5.6%
Branchforte	5720	5,280	-7.5%	16973	10343,10345	-39.1%	295	1023	247%	4595	4807	4.6%
Capitola	8173	7,428	-9.1%	22177	13296,49123	-40.0%	1759	2045	16%	5075	4828.5	-4.9%
Central	40573	34,463	-15.1%	64677	54542,59259	-15.7%	10318	7666	-26%	27389	26727.5	-2.4%
Felton	1689	1,462	-13.5%	5583	3943,636364	-29.4%	243	143	-41%	894	970.5	8.6%
Garfield Park	2330	2,054	-11.8%	6888	5094	-26.0%	225	386	71%	2183	2629	20.4%
La Selva Beach	709	914	28.9%	1897	2316	22.1%	298	165	-31%	958	1089	13.7%
Live Oak	12779	13,316	4.2%	21482	20940	-2.5%	2795	2721	-3%	9414	8290.5	-11.9%
Scotts Valley	14735	23,961	62.7%	32217	25437,73585	-21.0%	5152	4676	-9%	9633	12,710	31.9%
Outreach	2564	2,838	10.7%	5548	2646	-52.3%	2136	3770	76%	1785	1845	3.4%
E-books	7929	9,403	18.6%									
TOTAL	120181	117,179	-2.5%	221117	165338,4315	-25.2%	27677	25312	-9%	64,147	74327	15.9%
Nov												
Aptos	19284	NOT YET AVAILABLE	#VALUE!	33727	NOT YET AVAILABLE	#VALUE!	4281	2500	-42%	13,913	8,659	-37.8%
Boulder Creek	3556	IN	#VALUE!	9757	IN	#VALUE!	234	217	-7%	2,224	1,937	-12.9%
Branchforte	5044	EVERGREEN	#VALUE!	13116	EVERGREEN	#VALUE!	295	1023	247%	4,597	4,895	6.5%
Capitola	7516	-100.0%	-100.0%	21010	-100.0%	-100.0%	1759	2045	16%	4,603	4,628	0.5%
Central	40879	-100.0%	-100.0%	64540	-100.0%	-100.0%	10318	7666	-26%	26,840	28,005	4.3%
Felton	1833	-100.0%	-100.0%	5881	-100.0%	-100.0%	243	143	-41%	1,025	821	-19.9%
Garfield Park	2052	-100.0%	-100.0%	7228	-100.0%	-100.0%	225	386	71%	1,977	2,358	19.3%
La Selva Beach	909	-100.0%	-100.0%	2225	-100.0%	-100.0%	238	165	-31%	1,608	1,048	-34.8%
Live Oak	13216	-100.0%	-100.0%	21686	-100.0%	-100.0%	2795	2721	-3%	10,057	8,558	-14.9%
Scotts Valley	11622	-100.0%	-100.0%	28080	-100.0%	-100.0%	5152	4676	-9%	10,676	12,403	16.2%
Outreach	3250	-100.0%	-100.0%	6704	-100.0%	-100.0%	2136	3770	76%	2,267	1,208	-46.7%
E-books	11853	7543	-36.4%									
TOTAL	121014	7543	-93.8%	213954	0	-100.0%	27677	25312	-9%	79,787	74,520	-6.6%
Dec												
Aptos	16442	-100.0%	-100.0%	29919	-100.0%	-100.0%	4281	2500	-42%	8,924		-100.0%
Boulder Creek	3206	-100.0%	-100.0%	8524	-100.0%	-100.0%	234	217	-7%	1,893		-100.0%
Branchforte	4679	-100.0%	-100.0%	10832	-100.0%	-100.0%	295	1023	247%	4,465		-100.0%
Capitola	5684	-100.0%	-100.0%	14691	-100.0%	-100.0%	1759	2045	16%	3,957		-100.0%
Central	37335	-100.0%	-100.0%	62572	-100.0%	-100.0%	10318	7666	-26%	25,579		-100.0%
Felton	1512	-100.0%	-100.0%	5060	-100.0%	-100.0%	243	143	-41%	964		-100.0%
Garfield Park	2113	-100.0%	-100.0%	7142	-100.0%	-100.0%	225	386	71%	2,981		-100.0%
La Selva Beach	655	-100.0%	-100.0%	1835	-100.0%	-100.0%	238	165	-31%	1,098	1,241	13.0%
Live Oak	12185	-100.0%	-100.0%	20542	-100.0%	-100.0%	2795	2721	-3%	8,480		-100.0%
Scotts Valley	13241	-100.0%	-100.0%	26282	-100.0%	-100.0%	5152	4676	-9%	8,118		-100.0%
Outreach	2522	-100.0%	-100.0%	5453	-100.0%	-100.0%	2136	3770	76%	1,418		-100.0%
E-books	9208											
TOTAL	108782	0	-100.0%	192852	0	-100.0%	27677	25312	-9%	67,877	5,832	-91.4%

	Circ/Open Hour			Busyness/Open Hour			Refill/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
<b>July</b>												
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%
Capitola	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!
<b>TOTAL</b>	<b>982</b>	<b>786</b>	<b>-20%</b>	<b>2338</b>	<b>1433</b>	<b>-39%</b>	<b>114</b>	<b>189</b>	<b>66%</b>	<b>544</b>	<b>489</b>	<b>-10%</b>
<b>August</b>												
Aptos	145	108	-26%	227	191	-16%	28	19	-34%	81	60	-26%
Boulder Creek	65	34	-47%	33	76	129%	3	3	1%	11	26	141%
Branchforte	93	65	-30%	196	152	-22%	9	15	61%	76	64	-16%
Capitola	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%
<b>TOTAL</b>	<b>1002</b>	<b>800</b>	<b>-20%</b>	<b>1738</b>	<b>1498</b>	<b>-14%</b>	<b>114</b>	<b>189</b>	<b>66%</b>	<b>658</b>	<b>610</b>	<b>-7%</b>
<b>Sept</b>												
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%
Capitola	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%	265	187	-30%	18	56	211%	77	90	17%
<b>TOTAL</b>	<b>893</b>	<b>719</b>	<b>-19.50%</b>	<b>2052</b>	<b>1304</b>	<b>-36%</b>	<b>114</b>	<b>189</b>	<b>66%</b>	<b>594</b>	<b>561</b>	<b>-6%</b>
<b>Oct</b>												
Aptos	128	116	-10%	207	187	-10%	26	15	-42%	69	49	-29%
Boulder Creek	24	37	53%	106	69	-35%	3	2	-21%	15	26	72%
Branchforte	83	73	-11%	218	144	-34%	4	13	228%	66	62	-7%
Capitola	90	84	-6%	233	151	-35%	18	21	19%	56	51	-10%
Central	215	183	-15%	318	290	-9%	51	38	-26%	145	131	-9%
Felton	34	24	-29%	86	66	-24%	4	2	-45%	18	15	-17%
Garfield Park	36	29	-21%	88	71	-20%	3	5	65%	34	34	1%
La Selva Beach	12	16	36%	31	41	33%	4	3	-32%	16	18	12%
Live Oak	102	111	9%	165	175	6%	22	21	-5%	75	64	-15%
Scotts Valley	103	176	71%	219	187	-15%	35	32	-9%	67	86	29%
<b>TOTAL</b>	<b>827</b>	<b>850</b>	<b>3%</b>	<b>1671</b>	<b>1381</b>	<b>-141%</b>	<b>170</b>	<b>152</b>	<b>-10%</b>	<b>561</b>	<b>535</b>	<b>-5%</b>



	Circ/Open Hour			Business/Open Hour			Refinto/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
Nov	117	NOT YET AVAILABLE		205	NOT YET AVAILABLE		26	15	-42%	87	53	-40%
Aptos	39	IN	#VALUE!	107	IN	#VALUE!	3	2	-21%	24	21	-11%
Boulder Creek	65	EVERGREEN	#VALUE!	168	EVERGREEN	#VALUE!	4	13	228%	59	63	6%
Branchforte	79			220			18	21	19%	48	49	1%
Capitola	201		-100%	317		-100%	51	38	-26%	132	138	4%
Central	28		-100%	90		-100%	4	2	-45%	16	13	-21%
Felton	26		-100%	93		-100%	3	5	65%	25	30	21%
Garfield Park	15		-100%	37		-100%	4	3	-32%	27	17	-36%
La Selva Beach	102		-100%	167		-100%	22	3	-5%	77	66	-15%
Live Oak	79		-100%	191		-100%	35	32	-9%	72	84	17%
Scotts Valley	751		-100%	1595		-100%	170	152	-10%	567	533	-6%
TOTAL												
Dec	100		-100%	182		-100%	26	15	-42%	54	0	-100%
Aptos	35		-100%	94		-100%	3	2	-21%	21	0	-100%
Boulder Creek	60		-100%	139		-100%	4	13	228%	57	0	-100%
Branchforte	60		-100%	154		-100%	18	21	19%	42	48	15%
Capitola	183		-100%	307		-100%	51	38	-26%	126	0	-100%
Central	23		-100%	78		-100%	4	2	-45%	15	0	-100%
Felton	27		-100%	92		-100%	3	5	65%	38	0	-100%
Garfield Park	11		-100%	30		-100%	4	3	-32%	18	20	14%
La Selva Beach	94		-100%	158		-100%	22	21	-5%	65	0	-100%
Live Oak	90		-100%	178		-100%	35	32	-9%	55	0	-100%
Scotts Valley	683		-100%	1412		-100%	170	152	-10%	491	69	-86%
TOTAL												
January	117		-100%	195		-100%	25	0	-100%	69	0	-100%
Aptos	38		-100%	108		-100%	16	0	-100%	23	0	-100%
Boulder Creek	67		-100%	148		-100%	3	0	-100%	68	0	-100%
Branchforte	82		-100%	159		-100%	27	0	-100%	57	0	-100%
Capitola	216		-100%	331		-100%	63	0	-100%	139	0	-100%
Central	27		-100%	88		-100%	2	0	-100%	20	0	-100%
Felton	28		-100%	91		-100%	9	0	-100%	36	0	-100%
Garfield Park	17		-100%	35		-100%	5	0	-100%	21	0	-100%
La Selva Beach	109		-100%	184		-100%	26	0	-100%	74	0	-100%
Live Oak	101		-100%	186		-100%	42	0	-100%	67	0	-100%
Scotts Valley	802		-100%	1525		-100%	218	0	-100%	592	0	-100%
TOTAL												
February	117		-100%	195		-100%	25	0	-100%	67	0	-100%
Aptos	38		-100%	108		-100%	3	0	-100%	23	0	-100%
Boulder Creek	67		-100%	148		-100%	16	0	-100%	68	0	-100%
Branchforte	82		-100%	159		-100%	27	0	-100%	57	0	-100%
Capitola	216		-100%	331		-100%	63	0	-100%	139	0	-100%
Central	27		-100%	88		-100%	2	0	-100%	20	0	-100%
Felton	28		-100%	91		-100%	9	0	-100%	36	0	-100%
Garfield Park	17		-100%	35		-100%	5	0	-100%	21	0	-100%
La Selva Beach	109		-100%	184		-100%	26	0	-100%	74	0	-100%
Live Oak	101		-100%	186		-100%	42	0	-100%	67	0	-100%
Scotts Valley	802		-100%	1525		-100%	218	0	-100%	572	0	-100%
TOTAL												

LIBRARY JOINT POWERS AUTHORITY	
COMBINED BALANCE SHEET	
JPA FUND AND ACCOUNT GROUPS	
NOVEMBER 2011	
	JPA
	Total
<b>Assets</b>	
Pooled cash	911,231
Pooled cash interest receivable	2,886
Other interest receivable	277
Taxes receivable - current	536,158
Accounts receivable	428,530
Internal investment & loan receivable	8,952
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
<b>Total Assets</b>	<b>3,337,133</b>
<b>Liabilities</b>	
Accounts payable	112,493
Sales tax payable	412
Deferred grant revenue - unearned	3,098
Unclaimed funds	147
Payable to the County - noncurrent	80,586
Other intergovernmental payable-noncurrent	350,179
<b>Total Liabilities</b>	<b>546,915</b>
<b>Equities</b>	
Unreserved, undesignated fund balance	1,275,955
Committed - cash flow/unexpected expenditures	495,929
Investment in capital assets - Library	1,449,099
Reserved for long-term debt	(430,765)
<b>Total Equities</b>	<b>2,790,218</b>
<b>Total Liabilities and Equities</b>	<b>3,337,133</b>

LIBRARY JOINT POWERS AUTHORITY							
COMBINED BALANCE SHEET							
SPECIAL FUNDS							
NOVEMBER 2011							
Fund #	955	956	957	960	961 Vehicle Replacement	Spec Funds	
Fund Description	Contingency	Technology	Projects	Felton	Replacement	Total	
<b>Assets</b>							
Pooled cash	-	4,764	-	1,133	-	5,897	
Pooled cash interest receivable	-	13	-	3	-	16	
Internal investment and loan receivable	-	43	-	10	-	53	
<b>Total Assets</b>	-	4,820	-	1,146	-	5,966	
<b>Equities</b>							
Unreserved, undesignated fund balance	-	4,820	-	1,146	-	5,966	
<b>Total Equities</b>	-	4,820	-	1,146	-	5,966	

LIBRARY JOINT POWERS AUTHORITY							
COMBINED BALANCE SHEET							
TRUST FUNDS							
NOVEMBER 2011							
	Fund #	931	932	933	934	935	Trust Funds
	Fund Description	McCaskill Loc His	McCaskill Vis Imp	Finkeldey	Whalen	Leet-Corday	Total
<b>Assets</b>							
	Pooled cash	254,347	235,180	9,305	143,914	88,989	731,735
	Pooled cash interest receivable	725	686	27	402	249	2,089
	Internal investment and loan receivable	2,317	2,191	85	1,257	737	6,587
	<b>Total Assets</b>	257,389	238,057	9,417	145,573	89,975	740,411
<b>Equities</b>							
	Net assets held in trust-library prog	257,389	238,057	9,417	145,573	89,975	740,411
	<b>Total Equities</b>	257,389	238,057	9,417	145,573	89,975	740,411

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Revenue Status Report  
 Library JPA  
 CITY OF SANTA CRUZ  
 11/1/2011 through 11/30/2011

610000

Account Number	Library Joint Powers Authority	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Pct Rcvd
951-41000	TAXES	5,501,530.00	536,157.92	2,479,273.76	3,022,256.24	45.07
951-00-0000-41211	Sales and use tax			2,479,273.76	3,022,256.24	45.07
Total	TAXES	5,501,530.00	536,157.92	2,479,273.76	3,022,256.24	45.07
951-43000	INTERGOVERNMENTAL	0.00	0.00	5,000.00	-5,000.00	0.00
951-36-00-0000-43210	State operating grants and contributions	0.00	0.00	5,000.00	-5,000.00	0.00
951-36-00-0000-43310	Local operating grants and contributions	0.00	14,671.00	14,671.00	-14,671.00	0.00
951-36-00-0000-43311	Maintenance of effort contributions	5,146,100.00	428,530.10	2,142,650.49	3,003,449.51	41.64
951-36-55-3531-43210	State operating grants and contributions	2,500.00	0.00	889.49	1,610.51	35.58
951-36-55-3560-43190	Federal grants - other	9,000.00	0.00	0.00	9,000.00	0.00
Total	INTERGOVERNMENTAL	5,157,600.00	443,201.10	2,163,210.98	2,994,389.02	41.94
951-44000	CHARGES FOR SERVICES	4,100.00	339.90	1,966.20	2,133.80	47.96
951-36-00-0000-44613	Internet use fee	4,100.00	339.90	1,966.20	2,133.80	47.96
951-36-00-0000-44630	Room rentals-library JPA	2,500.00	195.00	1,160.00	1,340.00	46.40
951-36-00-0000-44901	Photocopy fee	7,000.00	535.50	2,917.36	4,082.64	41.68
Total	CHARGES FOR SERVICES	13,600.00	1,070.40	6,043.56	7,556.44	44.44
951-45000	FINES AND FORFEITS	200,000.00	12,381.82	76,937.78	123,062.22	38.47
951-36-00-0000-45131	Library fines	200,000.00	12,381.82	76,937.78	123,062.22	38.47
951-36-00-0000-45132	Lost library items	25,000.00	961.50	6,789.30	18,210.70	27.16
Total	FINES AND FORFEITS	225,000.00	13,343.32	83,727.08	141,272.92	37.21

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Revenue Status Report  
 Library JPA  
 CITY OF SANTA CRUZ  
 11/1/2011 through 11/30/2011

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951 Library Joint Powers Authority

Account Number	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Pct Rcvd	
951-46000	MISCELLANEOUS REVENUES					
951-00-00-0000-46110	Pooled cash and investment interest	520.23	4,108.17	-4,108.17	0.00	
951-00-00-0000-46190	Interest earnings - other	276.71	1,088.03	3,007.97	26.56	
951-00-00-0000-46820	Internal investment & loan int receipts	50.04	50.04	-50.04	0.00	
951-00-00-0000-46910	Miscellaneous operating revenue	120.00	2,358.64	6,141.36	27.75	
951-00-00-0000-46990	Miscellaneous non-operating revenue	0.00	22,303.44	-22,303.44	0.00	
951-36-00-0000-46303	Donations - library	12,000.00	24,465.00	-12,465.00	203.88	
951-36-00-0000-46309	Donations - library - Friends of the Lib	100,000.00	22,109.55	77,890.45	22.11	
951-36-00-0000-46916	Cash over/short	0.00	167.05	-167.05	0.00	
<b>Total</b>	<b>MISCELLANEOUS REVENUES</b>	<b>124,596.00</b>	<b>76,649.92</b>	<b>47,946.08</b>	<b>61.52</b>	
951-49000	OTHER FINANCING SOURCES					
951-00-00-0000-49122	From Library Private Trust Fund	0.00	15,190.00	0.00	100.00	
951-00-00-0000-49191	Intra-entity fund transfer in	9,959.00	10,036.41	-77.41	100.78	
<b>Total</b>	<b>OTHER FINANCING SOURCES</b>	<b>25,149.00</b>	<b>25,226.41</b>	<b>-77.41</b>	<b>100.31</b>	
<b>Grand Total</b>		<b>11,047,475.00</b>	<b>1,007,735.18</b>	<b>4,834,131.71</b>	<b>6,213,343.29</b>	<b>43.76</b>

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Expenditure Status Report  
 Library JPA  
 CITY OF SANTA CRUZ  
 11/1/2011 through 11/30/2011

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951 Library Joint Powers Authority

42%  
 Prct Used

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-52000	SERVICES					
951-36-50-3510-52135	Financial services - outside	5,912.48	6,960.52	919.48	-236.00	103.09
951-36-50-3510-52199	Other professional & technical services	0.00	7,000.00	3,000.00	100,000.00	9.09
951-36-50-3510-52240	Office equipment operation/maint	140.40	1,064.89	0.00	2,955.11	26.49
951-36-50-3510-52248	Software maintenance services	0.00	10,100.00	0.00	5,900.00	63.13
951-36-50-3510-52302	Travel and meetings	247.29	247.29	0.00	3,752.71	6.18
951-36-50-3510-52402	Telecommunications service - internal	42,600.00	17,750.00	0.00	24,850.00	41.67
951-36-50-3510-52403	Telecommunications service - outside	3,300.00	137.29	250.20	3,049.80	7.58
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	165.00	12,351.00	4,899.00	71.60
951-36-50-3510-52971	Printing and binding-internal	100.00	3.55	30.24	69.76	30.24
951-36-50-3510-52972	Printing and binding-outside	3,900.00	1,635.11	2,066.09	1,833.91	52.98
951-36-50-3510-52135	Financial services - outside	550,000.00	45,636.25	232,722.86	317,277.14	42.31
951-36-50-3520-52131	Claims management services - outside	10,000.00	205.85	2,004.45	-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	304.90	35,914.96	10,405.04	77.54
951-36-51-3520-52302	Travel and meetings	100.00	0.00	0.00	100.00	0.00
951-36-51-3520-52972	Printing and binding-outside	2,500.00	0.00	482.83	2,017.17	19.31
951-36-52-3530-52240	Office equipment operation/maint	1,500.00	0.00	248.00	1,252.00	16.53
951-36-52-3530-52244	Other equipment operation/maintenance	2,180.00	610.42	610.42	1,569.58	28.00
951-36-52-3530-52302	Travel and meetings	2,150.00	61.49	345.66	1,804.34	16.08
951-36-52-3530-52972	Printing and binding-outside	4,000.00	797.48	2,827.79	1,172.21	70.69
951-36-53-3515-52201	Water, sewer and refuse	66,640.00	4,615.07	22,922.63	43,717.37	34.40
951-36-53-3515-52211	Janitorial services	125,000.00	8,924.84	35,002.51	89,997.49	28.00
951-36-53-3515-52223	Vehicle operation charges - internal	111,000.00	20,914.65	30,623.73	80,376.27	27.59
951-36-53-3515-52246	Building and facility o & m - outside	183,800.00	10,070.43	87,363.59	75,508.59	58.92
951-36-53-3515-52247	Landscaping maintenance services	17,000.00	804.20	1,168.06	15,831.94	6.87
951-36-53-3515-52261	Equipment, building and land rentals	312,530.00	25,938.35	131,540.79	169,889.21	45.64
951-36-53-3515-52302	Travel and meetings	150.00	0.00	0.00	150.00	0.00
951-36-53-3515-52932	Liability insurance/surety bonds-interna	17,050.00	1,420.83	7,104.15	9,945.85	41.67
951-36-53-3515-52933	Liability insurance/surety bonds-outside	36,506.00	0.00	25,714.00	10,792.00	70.44

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Expenditure Status Report  
 Library JPA  
 CITY OF SANTA CRUZ  
 11/1/2011 through 11/30/2011

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951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Pct Used
951-36-52-3530-56995	2,000.00	157.50	835.00	0.00	1,165.00	41.75
Total OTHER CHARGES	2,000.00	157.50	835.00	0.00	1,165.00	41.75
951-57000						
CAPITAL OUTLAY						
951-36-55-3560-57401	25,000.00	0.00	6,972.47	0.00	18,027.53	27.89
Total CAPITAL OUTLAY	25,000.00	0.00	6,972.47	0.00	18,027.53	27.89
951-58000						
DEBT SERVICE						
951-36-50-3540-58140	40,961.00	0.00	0.00	0.00	40,961.00	0.00
951-36-50-3540-58190	40,293.00	0.00	40,293.07	0.00	-0.07	100.00
951-36-50-3540-58240	19,600.00	0.00	0.00	0.00	19,600.00	0.00
951-36-50-3540-58290	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
<b>Grand Total</b>	<b>3,554,890.01</b>	<b>271,484.17</b>	<b>1,309,665.57</b>	<b>141,044.14</b>	<b>2,104,180.30</b>	<b>40.81</b>

**Expenditure Status Report**  
 Library Personnel Costs  
 CITY OF SANTA CRUZ  
 11/1/2011 through 11/30/2011

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951 Library Joint Powers Authority

36 Library (JPA)

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Pct Used
951-36-51000 PERSONNEL SERVICES						
Total Regular full time	4,219,805.00	295,678.85	1,656,342.91	0.00	2,563,462.09	39.25
Total Regular part time	747,294.00	55,783.00	304,801.80	0.00	442,492.20	40.79
Total Overtime	3,000.00	139.08	1,250.55	0.00	1,749.45	41.69
Total Termination pay	0.00	7,832.30	33,802.61	0.00	-33,802.61	0.00
Total Temporary	555,298.00	42,390.98	221,061.66	0.00	334,236.34	39.81
Total Other pay	0.00	281.79	523.95	0.00	-523.95	0.00
Total Special vacation pay	4,400.00	10,258.87	10,258.87	0.00	-5,858.87	233.16
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	935.00	0.00	865.00	51.94
Total Salary savings	0.00	0.00	0.00	0.00	0.00	0.00
Total Retirement contribution	754,846.00	54,223.61	301,632.01	0.00	453,213.99	39.96
Total F.I.C.A.	0.00	2,172.44	11,106.84	0.00	-11,106.84	0.00
Total Group health insurance	1,119,068.00	85,727.28	460,819.58	0.00	658,248.42	41.18
Total Group dental insurance	107,422.00	7,960.17	43,054.41	0.00	64,367.59	40.08
Total Vision insurance	18,242.00	1,335.26	7,265.34	0.00	10,976.66	39.83
Total Medicare insurance	64,309.00	5,486.67	29,342.82	0.00	34,966.18	45.63
Total Group life insurance	2,744.00	214.50	1,184.72	0.00	1,559.28	43.17
Total Disability insurance	73,078.00	2,910.59	16,339.82	0.00	56,738.18	22.36
Total Unemployment insurance	23,622.00	1,989.74	10,673.77	0.00	12,948.23	45.19
Total Workers' compensation	208,640.00	16,560.21	91,890.19	0.00	116,749.81	44.04
Total Intrafund labor - credit	0.00	0.00	0.00	0.00	0.00	0.00
<b>Grand Total</b>	<b>7,903,568.00</b>	<b>591,100.34</b>	<b>3,202,286.85</b>	<b>0.00</b>	<b>4,701,281.15</b>	<b>40.52</b>

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	911,230.93							
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)	(356,989.20)	252,949.44	(714,416.36)	(711,714.61)	(812,054.05)	(668,015.42)	(595,048.05)	(543,669.74)	222,502.65	(667,431.15)
FY 2008 Pooled cash	555,177.28	285,993.39	362,222.74	452,678.88	381,688.89	348,644.68	414,873.10	180,026.54	267,117.50	988,379.63	877,239.75	65,274.00
FY 2007 Pooled cash	378,173.37	260,209.81	(47,055.07)	77,967.52	141,276.32	331,082.13	1,134,207.34	1,570,264.04	582,080.73	688,990.25	693,402.17	260,082.00

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# County of Santa Cruz

## COUNTY ADMINISTRATIVE OFFICE

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

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

SUSAN MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

January 3, 2012

**AGENDA:** January 9, 2012

BOARD OF DIRECTORS  
Library Financing Authority  
224 Church Street  
Santa Cruz, California 95060

### PRELIMINARY REVENUE ESTIMATE FOR 2012-13

Dear Members of the Board:

Section 4.2 of the Library Financing Authority Agreement provides that in January of each year the County Administrative Office shall provide the Authority's Board with a report including an estimate of the funds available to the Authority for the upcoming fiscal year. Section 4.2 also provides that based on the report on funds available, the Board shall make a determination for the upcoming fiscal year of the Proposed Amount to be Distributed to qualified public libraries.

The final distribution amount for the upcoming fiscal year is then determined in June following the issuance of updated population numbers by the State and based on the latest estimates for Sales Tax and Property Tax growth.

The Revised 2011-12 and Preliminary 2012-13 Revenue Estimates show improvement for the sales tax revenue available to the Library Financing Authority.

#### Revenue Estimates

The table, which follows, shows:

- ✓ the Budget Amount Approved for 2011-12;
- ✓ the Revised Estimated Actual Amount for 2011-12 and the Variance from the Budget Amount;
- ✓ the Preliminary Estimate for 2012-13 and the Difference from the 2011-12 Estimate; and
- ✓ the Distribution Detail for the qualified public libraries.

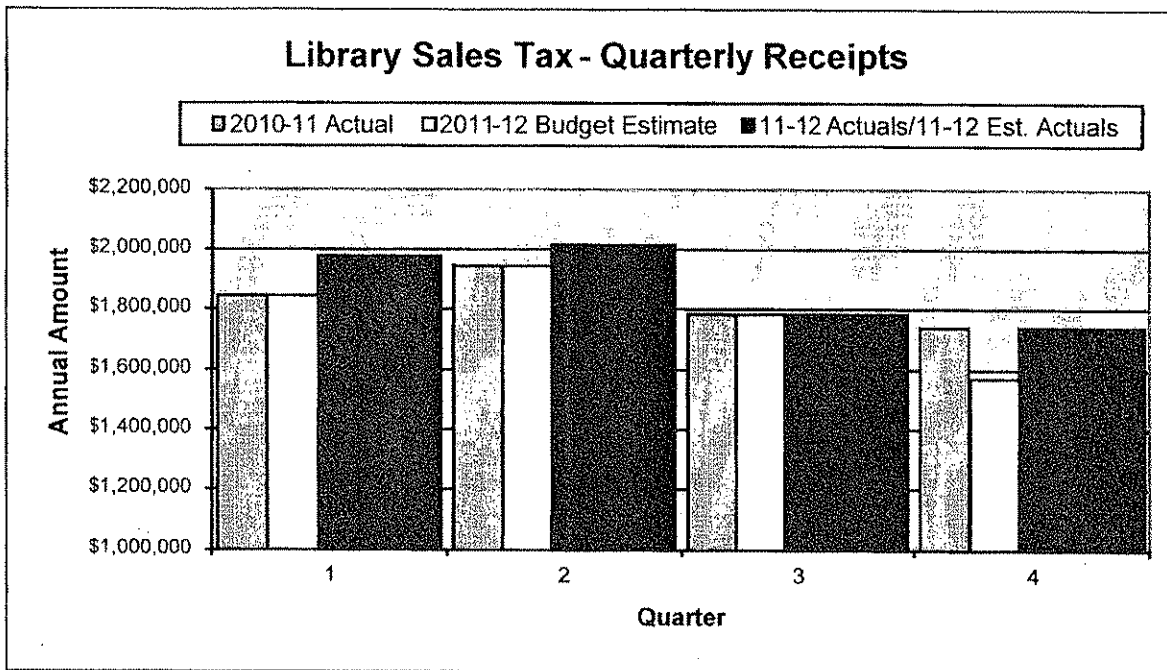
Library Finance Authority - January 2012 Estimates						
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Item	Population %	2011-12			2012-13	
		Approved Budget	Jan Estimate	Variance	Jan Estimate	Difference
<b>Measure R (Sales Tax)</b>		\$7,145,393	\$7,517,087	\$371,694	\$7,517,087	\$371,694
<b>Maintenance of Effort</b>						
City of Santa Cruz		1,394,751	1,394,751	0	1,394,751	0
City of Watsonville		541,684	541,684	0	541,684	0
County (Library Fund)		4,708,301	4,634,838	(73,463)	4,672,191	(36,110)
<b>Interest Earnings</b>		4,601	4,601	0	5,285	684
<b>Total</b>		<b>\$13,794,730</b>	<b>\$14,092,961</b>	<b>\$298,231</b>	<b>\$14,130,998</b>	<b>\$336,268</b>
<b>Distribution Detail</b>						
<b>Measure R (Sales Tax)</b>						
Watsonville Library	22.61%	\$1,615,573	\$1,699,613	\$84,040	\$1,699,613	\$84,040
Santa Cruz Library System	77.39%	5,529,820	5,817,473	287,654	5,817,473	287,654
<b>Total</b>	<b>100.00%</b>	<b>\$7,145,393</b>	<b>\$7,517,087</b>	<b>\$371,694</b>	<b>\$7,517,087</b>	<b>\$371,694</b>
<b>Maintenance of Effort</b>						
Watsonville Library	22.61%	\$1,502,375	\$1,485,765	(\$16,610)	\$1,494,210	(\$8,164)
Santa Cruz Library System	77.39%	5,142,361	5,085,508	(56,853)	5,114,416	(27,946)
<b>Total</b>	<b>100.00%</b>	<b>\$6,644,736</b>	<b>\$6,571,273</b>	<b>(\$73,463)</b>	<b>\$6,608,626</b>	<b>(\$36,110)</b>
<b>Interest Earnings</b>						
Watsonville Library	22.61%	\$1,040	\$1,040	\$0	\$1,195	\$155
Santa Cruz Library System	77.39%	3,561	3,561	0	4,090	529
<b>Total</b>	<b>100.00%</b>	<b>\$4,601</b>	<b>\$4,601</b>	<b>\$0</b>	<b>\$5,285</b>	<b>\$684</b>
<b>Grand Total</b>						
Watsonville Library	22.61%	\$3,118,988	\$3,186,418	\$67,430	\$3,195,019	\$76,030
Santa Cruz Library System	77.39%	10,675,742	10,906,542	230,801	10,935,979	260,238
<b>Total</b>	<b>100.00%</b>	<b>\$13,794,730</b>	<b>\$14,092,961</b>	<b>\$298,231</b>	<b>\$14,130,998</b>	<b>\$336,268</b>

**Revised 2011-12 Estimate**

As a result of the revised estimate for 2011-12 (Column 4), we anticipate that the total revenues available to the Library Financing Authority for distribution in 2011-12 from (1) Maintenance of Effort Contributions; (2) Measure R Sales Tax; and (3) Interest Earnings, will be \$298,231 greater than the budgeted amounts approved in June 2011.

✓ **Revised Sales Tax Revenue**

The revised sales tax estimate for 2011-12 is \$371,694 greater than the June estimate. The revised estimate is based on actual sales tax receipts for the first two quarters of 2011-12 and our estimate that receipts for the third and fourth quarters will be consistent with the amounts estimated or actually received in June 2011. The graph below shows actual receipts for 2010-11, the 2011-12 budget estimates and 2011-12 actuals for the 1st and 2nd quarters, and estimated actuals for the 3rd and 4th quarters.



✓ **Revised Maintenance of Effort**

The Maintenance of Effort (MOE) payments for the cities of Santa Cruz and Watsonville are fixed amounts. The County Library Fund payment is a function of property tax receipts for the Library Fund. The 2011-12 County Library Fund MOE estimate is \$73,463 less than the June 2011 estimate because the Fund Balance available to finance 2011-12 was lower than anticipated.

✓ **Interest Earnings**

We anticipate that 2011-12 interest earnings for the Library Financing Authority will be equal to the June 2011 estimate.

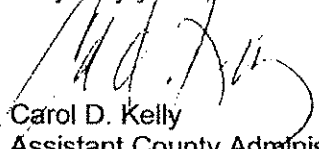
**Annual Audit**

The recommendations at the conclusion of this letter include your Board authorizing the County Administrative Office to sign a letter of engagement for audit of the Authority's transactions for the fiscal year ending June 30, 2012. The audit for the year ending June 30, 2011 will be presented at your June 2012 meeting.

**Recommendation**

At this time it is RECOMMENDED that your Board approve the amounts in the table on page 2 of this letter as the Revised Revenues Estimate for 2011-12 and the Preliminary Revenue Estimate for 2012-13 and authorize the County Administrative Office to sign the letter of engagement for the Library Financing Authority's annual audit.

Very truly yours,



Carol D. Kelly  
Assistant County Administrative Officer

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

**Attachment 1**

History of the Library Sales Tax Measure  
Quarterly and Annual Amounts



**Library Sales Tax Receipts - Quarterly and Annual**

Year	Quarter	Quarterly Actual & Est. Actual	Estimate **	Annual		
				Actual/ Estimate	Change	% Change
1997-98	1	\$1,460,903				
1997-98	2	1,533,628				
1997-98	3	1,582,188				
1997-98	4	1,358,294		\$5,935,013		
1998-99	1	1,623,813				
1998-99	2	1,690,893				
1998-99	3	1,525,948				
1998-99	4	1,561,793		\$6,402,447	\$467,434	7.88%
1999-00	1	1,741,273				
1999-00	2	1,862,384				
1999-00	3	1,859,563				
1999-00	4	1,756,389		\$7,219,609	\$817,162	12.76%
2000-01	1	1,986,572				
2000-01	2	2,051,736				
2000-01	3	2,035,286				
2000-01	4	1,789,860		\$7,863,454	\$643,845	8.92%
2001-02	1	1,940,315				
2001-02	2	1,978,436				
2001-02	3	1,787,984				
2001-02	4	1,764,249		\$7,470,984	(\$392,470)	-4.99%
2002-03	1	1,826,667				
2002-03	2	2,032,714				
2002-03	3	1,833,704				
2002-03	4	1,686,660		\$7,379,745	(\$91,239)	-1.22%
2003-04	1	1,843,988				
2003-04	2	1,986,815				
2003-04	3	1,787,501				
2003-04	4	1,712,421		\$7,330,725	(\$49,020)	-0.66%
2004-05	1	1,969,607				
2004-05	2	1,911,909				
2004-05	3	1,963,125				
2004-05	4	1,800,041		\$7,664,682	\$333,957	4.56%
2005-06	1	1,912,226				
2005-06	2	2,298,069				
2005-06	3	2,060,642				
2005-06	4	1,878,281		\$8,149,218	\$484,536	6.32%
2006-07	1	2,124,038				
2006-07	2	2,318,897				
2006-07	3	2,098,577				
2006-07	4	1,998,430		\$8,539,942	\$390,724	4.79%
2007-08	1	2,182,266				
2007-08	2	2,182,896				
2007-08	3	2,035,609				
2007-08	4	1,953,174		\$8,353,945	(\$185,997)	-2.18%
2008-09	1	2,112,168				
2008-09	2	2,125,649				
2008-09	3	1,795,098				
2008-09	4	1,570,743		\$7,603,658	(\$750,287)	-8.98%
2009-10	1	1,783,988				
2009-10	2	1,764,882				
2009-10	3	1,747,693				
2009-10	4	1,650,856		\$6,947,419	(\$656,239)	-8.63%
2010-11	1	1,845,994				
2010-11	2	1,944,408				
2010-11	3	1,784,248				
2010-11	4	1,738,035		\$7,312,685	\$365,266	5.26%

**Library Sales Tax Receipts - Quarterly and Annual**

Year	Quarter	Quarterly		Annual		
		Actual & Est.	Estimate **	Actual/ Estimate	Change	% Change
2011-12	1	1,977,610	<b>1,845,994</b>			
2011-12	2	2,017,194	<b>1,944,408</b>			
2011-12	3	<b>1,784,248</b>	<b>1,784,248</b>			
2011-12	4	<b>1,738,035</b>	<b>1,570,743</b>	\$7,145,393	(\$167,292)	-2.29%

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

## STAFF REPORT

DATE: December 20, 2011  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Director of Libraries  
RE: Library Information Technology (LIT) Staff Reclassification

**RECOMMENDATION:** The LJPB approve the reclassification recommendations as presented in the attached report.

### SUMMARY

The LIT reclassification study was begun several years ago and was delayed for various reasons. In 2007, the City IT staff was reclassified but Library IT staff was not, due to budget constraints. This created significant issues of parity within the City's personnel classification structure. Funding was provided in the FY10/11 budget for the anticipated changes. The study has now been completed and recommendations made.

### BACKGROUND

The Library study was put on hold in 2007 when the City IT staff was reclassified due to library budget constraints. The study was resumed in 2009 as major inequities became ever more apparent. These inequities were manifested in two ways. The first is the issue of internal parity within the City classification system where individuals doing the same work in two different departments receive different compensation. The second issue is internal to LIT where actual job duties performed do not reflect the job description.

The many recent changes in the Library's IT arena, as well as the implementation of the new library service model, also contributed to a delay in the finalization of this report. The FY10/11 budget included \$50,000 to cover the cost of reclassifying LIT staff. The staffing planned in the final service model also took into account the anticipated recommendations, so the cost of the reclassification has already been factored in to budget planning. Thus, there is no fiscal impact from the reclassification itself, and there is also a potential for long term savings.

### DISCUSSION

The recommendations in the report are supported by staff and the bargaining units. Current staff are reclassified into Citywide classifications at the same level of compensation as counterparts in City IT.

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The current Network Administrator position also functions as the LIT Manager. This position is the result of the combination of two positions when the previous LIT Manager retired several years ago. The reality has been, however, that the just-retired Network Manager did not have time to fill both roles. Acting on his recommendation, we have just entered into a 6 month contract with Cruzio for many of his network management responsibilities. The report also recommends the reclassification of an existing staff member to handle some network responsibilities.

The report also recommends that Library and the City of Santa Cruz both undertake strategic planning for their respective IT departments. This study will look to answering questions such as:

- Are there areas of commonality that could result in cost savings for either or both?
- Does outsourcing network management make sense? (6 months of experience will help determine this)
- What type of management is needed for Library IT?
- What should the strategic objectives of Library IT be for the next 2 years in light of a new ILS, trends in mobile service and the growth of e-books, etc.

The Friends of the Library have earmarked funds this year for technology, so this will be tapped to pay for the Library's share of the study.

While \$50,000 was estimated for the reclassification, an early estimate is that only \$15,500 will be needed. This does not take into account changes in the Network Administrator/IT Manager position. This cannot be factored in until the strategic plan is completed. However, for the remainder of this fiscal year, the cost of contracting for network management achieves a savings of approximately \$35,000.



ADMINISTRATIVE SERVICES DEPARTMENT

# CLASSIFICATION STUDY AND ORGANIZATIONAL REVIEW

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LIBRARY INFORMATION TECHNOLOGY

Prepared by: Rebecca Dzamov, HR Analyst  
July 2011

Finalized by: Lisa Martinez Sullivan, ASD Director  
December 2011

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# CLASSIFICATION STUDY AND ORGANIZATIONAL REVIEW

## LIBRARY INFORMATION TECHNOLOGY

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### STUDY OBJECTIVES

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A comparative study for the Santa Cruz Public Library's Information Technology (IT) group was originally requested several years ago and put on hold due to budget challenges faced by the Library. While budget challenges persist for the Library, the Director requested that the study be resumed. This request was based on the Library's need for stability in its technology group as several large-scale technological projects are slated over the next several years that impact service delivery and day-to-day operations. The objectives of this study were defined as follows:

- To compare current position classifications in Library IT to those used by the City's IT Division.
- To recommend updates or changes to the organizational structure based on the comparison to the City's IT Division.
- To examine the separate City and Library IT functions and look for opportunities to minimize redundancies, maximize efficiencies, and increase continuity of operations.

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### EXECUTIVE SUMMARY

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Human Resources' (HR's) first objective in undertaking this review was to compare current classifications of the Library IT function to the City's IT division.

To understand each Library IT classification, HR completed a classification study according to accepted classification study methodology. All existing job specifications were reviewed and each incumbent provided the details of their current job duties by completing a Position Description Questionnaire (PDQ). All incumbents and the Library Director were interviewed to ensure a complete data set. After gathering the data, HR analyzed the similarities and differences between the job classifications used in the City's IT Division and those assigned to the Library's IT function.

The HR recommendation for the existing Library IT classifications is to modify the City IT job specifications to include assignment to the Library IT function. Prior to 2007, when the City's IT function was reorganized and the job specifications rewritten, the two IT functions shared job descriptions. In retrospect, the Library IT positions should have been included when the City IT job descriptions were modernized. Incumbents will be reclassified into the updated job specifications in accordance with the applicable Memorandum of Understanding (MOU).

HR recommend the second and third objectives of reviewing organizational structure and looking for shared opportunities between the two IT functions be addressed as part of a joint strategic planning process. With the recent reorganization of the City's IT Division (into the new Administrative Services Department), the City will soon begin a five year strategic planning process. The Library is also interested in strategic planning for its IT function and intends to begin a separate

strategic planning process. These separate strategic planning processes are the first and most obvious commonality identified during the course of this study. HR has recommended to the Library Director that joint strategic planning process begin after the first of the year (2012) and be used to articulate an IT strategy that builds on the commonalities of the two IT functions, thus creating opportunities to minimize redundancies, maximize efficiencies, and increase continuity of operations for both IT functions. Any subsequent organizational changes would be evolutionary and occur as phases of the commonly developed strategy are implemented.

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## BACKGROUND

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In 2007, HR reviewed the City's IT positions in association with the IT Master Plan for the purpose of reorganizing IT into a separate Department (at the time, the City's IT function was a division of the Finance Department). While the Library IT group is mostly comprised of the IT professionals (one of the six positions is a Senior Library Assistant), the Library's IT classifications were not reviewed in conjunction with the City's IT classifications. HR assumes this was because the Library IT function is part of the Santa Cruz Public Library Joint Powers Authority and not a City IT function.

The Library suspects the Library IT positions are not at parity with comparable City IT positions primarily because the adjustments and changes that were made to the City IT positions in 2007 did not include the Library IT positions. Prior to the 2007 review of the City IT positions, the Library and City IT functions shared most, if not all, job classifications.

Because of the Library's increasing dependence on technology for service delivery and day-to-day operations, a robust and stable Library IT function is critical. Library IT's lean staffing and, subsequently, each incumbent's unique area of specialty, leaves the Library vulnerable to any single staffing vacancy which could significantly diminish Library operations and service delivery. Library IT has not experienced any recent turnover however, in the past, vacancies in both the webmaster and technician classifications proved difficult to fill with vacancies lasting for over one year.

Technology's role in day-to-day operations and service delivery in the Library has grown exponentially over the years. It is now a key driver in how the Library manages inventory and content resources and delivers services to end users. Technological projects have made possible new kinds of services or greatly improved the efficiencies of core services allowing the Library to continually improve productivity and redefine service delivery. The new service delivery model is dependent upon technology for the efficient and cost effective delivery of services to the public.

In past years, Library IT positions have been viewed by the organization as non-professional, non-core services positions as they do not require a library science degree or appear in the typical career path of a professional Librarian. This view is also reflective of an outdated belief that IT roles are subsidiary to the professional librarian roles. In a modern library system, IT has emerged as one of the essential drivers for the delivery of information, content, and services to the public; integral to the current and future state of the Library. IT positions in a modern library system are technology professionals requiring educations and professional training.

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## DISCUSSION

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At the heart of the Library's mission to provide materials and services to the community, the Library IT group creates and maintains the technical mechanisms by which Library staff provides much of that information and resources to the public.

Library IT, under the Network Administrator's direction, has undertaken the replacement of the current Integrated Library System (ILS) as well as the replacement of the outdated network infrastructure, including upgrading to new equipment and replacing current wiring with fiber optic connections to increase system bandwidth and satisfy increasing patron demands on the Library system.

Over the last few years, under the Library's Joint Powers Board's approval, Library IT has committed to replacing system-wide operating systems and associated applications based on a proprietary Windows system with a LINUX based server and open source applications. This move allows the Library full access to its data with the ability to customize any server or application to meet Library needs.

With a proprietary system or application (like Windows), access to the Library's data was limited by pre-defined reports and data bases with little customization or refined reporting abilities. Moving to LINUX opens up possibilities for the Library to choose application vendors that use open source programs which allow Library IT full access to Library data and the ability to customize applications to better meet staff needs. In addition to allowing more customization and full access to Library data, the decision to move to open source programming via LINUX also paves a way for the Library to meet its mission by expanding its content development and delivery within the limitations imposed by the Library's budget.

By choosing a LINUX environment, Library IT can reduce, or in some cases eliminate, licensing and maintenance costs for proprietary applications. Any robust IT system requires professional staff to administer and maintain the system and applications; a LINUX based environment is no different in this requirement. A discussion of each position within Library IT follows.

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## CLASSIFICATION STUDY METHODOLOGY

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HR asked the six incumbents in Library IT to complete PDQ's for the following classifications: Microcomputer Technician, Library Webmaster, Senior Library Assistant, Library Information Systems Specialist, and Network Administrator. Each PDQ was reviewed by the Network Administrator and the Library Director reviewed the Network Administrator's PDQ. HR reviewed each PDQ and current job specification for all Library IT positions. Next, HR met with each of the incumbents to review the PDQ's and fully understand each position before undertaking a detailed analysis of each classification. Furthermore, HR met with several City IT staff to gain a better understanding of City IT responsibilities to help with the comparison of City IT classifications to the Library IT classifications.

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## MICROCOMPUTER TECHNICIAN (MT)

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The Microcomputer Technician (MT) classification is unique to the Library and there are two employees in this classification. The City reclassified its former Microcomputer Technicians into the current classifications of IT Specialist I/II and IT Specialist III in 2007.



The major responsibilities the two Library MT's share include: configuring, installing, and maintaining computer hardware; installing, configuring, and updating software; providing user support for all hardware and software; and providing user training.

While responsibilities for configuring and maintain hardware and software are shared, the two positions in the MT classification focus on different areas. One MT maintains computer equipment and supplies and cleans Central Processing Units (CPU's), replaces defective parts, and cleans and tests keyboards and other peripherals, cleans laser printers and replaces ones that malfunction. This MT may contact vendors about defective parts that are under warranty and ensure supplies are on hand and organized. The other MT focuses on software, software updates, and new technology as well as helping to specify configurations for new computers. While both MT's bring a slightly different focus, they work together when new computers are deployed. For example, a grant provided computer to be used exclusively by patrons under 18 years old for homework. One MT configured the operating system and default profile for one computer. She installed and tested software, drivers, plug-ins, anti-virus software, etc., and secure the operating system and applications by implementing user restrictions. Finally, she configure the computer to allow network printing. The other MT used this computer as a master and configured remaining computers so they would have similar applications, software, restrictions, etc. Both MT's helped install the computers at the branches.

Library IT has a program called Information Resource Manager (IRM) which provides a way for library staff to report technical issues and problems via the Library intranet. On the receiving end, it helps Library IT track reported issues. While all Library IT staff monitor IRM daily and route problems to the appropriate Library IT staff member based on expertise, the MT's tend to the majority of these issues since they are responsible for hardware, software, and printers which account for a majority of the reported issues. One MT services the majority of these calls, accounting for about 40% of his time. Staff can also call Library IT directly to report problems and both MT's make themselves available to solve problems reported by phone or e-mail. To solve problems, MT's might troubleshoot in person or over the phone via Virtual Private Network (VPN) and remotely connect to a user's computer. One MT will refer more difficult problems to the other MT who might research software updates or patches to resolve a problem.

Both MT's conduct training, make sure their reference materials are up-to-date, and schedule regular training for new library staff. One MT provides training on using Google applications and printers, while the other MT provides training on computer basics and the Windows operating system.

In addition to the shared duties described above, one MT has other position specific duties. Each morning this MT conducts the morning system check ensuring that the server back-up process from the night before was successful. He also verifies all phone lines and the website is working. Each month, this MT ensures software updates are completed for all PC's in the homework centers and the staff training lab.

The most significant difference in duties is that one MT offers lead support to the other MT. The Network Administrator has affirmed this difference as the preferred organization of duties. There is a need to have one MT with more technical skills who can focus on network, security, and system administration duties thus providing technical leadership for the other MT. The other, non-lead MT focuses on hardware and software support. The higher level MT also supports the Network Administrator with network server responsibilities including: helping build and test hardware;

operating, configuring, and maintaining servers, routers (wireless and network), and network storage devices.

The two MT positions perform similar functions the two City IT classifications: IT Specialist II (non-lead) and IT Specialist III (lead). Therefore, HR recommends updating these job specifications to include assignment to the Library. Incumbents will be reclassified into the Specialist II and Specialist III classifications based upon their current responsibilities and in accordance with the applicable MOU.

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#### **LIBRARY WEBMASTER**

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The Library's website is robust, receiving about 800,000 visits and just under one million searches for materials and information in a year (July 1, 2009 – June 30, 2010). The Library Webmaster is responsible for the design, development, performance, and maintenance of the Library website and intranet as well as customizing and maintaining the on-line catalogs and associated web browsers. These responsibilities can be organized into four primary and interrelated activities: design and maintenance of the website infrastructure; database design and management; web application programming; and content development and management.

The City has chosen to contract for web design services. Each City Department is responsible for web content management using templates provided by the web design contractor. The Library has taken a different approach and designs and maintains its website in house. In some respects, the Library Webmaster acts like the City's web design contractor as she designs and builds web interfaces and trains other staff at the Library to enter data into set field in those web interfaces.

When this study was first started, the Library website was in the process of being rebuilt. The Webmaster served as the project manager for the comprehensive redesign and determined, along with the Network Administrator, the scope and requirement for the entire project. In addition, she managed, trained, and coordinated staff, consultants, and volunteers to help with various phases of the project while maintaining quality control of the redesign. The new site was launched last year and the Webmaster still functions in a similar coordinator role especially for research and documents to be shared over the internet or intranet.

In general, the Webmaster is responsible for the web infrastructure; researching and deciding on software to build and/or maintain the Library's websites. In addition, she tests and maintains the software, adding new features and backing up older versions, to ensure compatibility and stability of the websites. The websites have sixty-four databases that house a variety of data and information for public users and staff. The incumbent is responsible for designing and maintaining these databases using MySQL. She must evaluate the data and determine how to build useful databases and ensure data is current and accurate. She writes reports that pull statistics or other data sets. For example, the Webmaster maintains the web interfaces that allow patrons to search for and request library materials (books, DVD's, etc.) using prepackaged software and coordinating with the Library's cataloging function to ensure search records are created and processed in a way that ensures accurate results.

Using programming languages, the Webmaster creates applications that allow user to access information. This entails meeting with end-users to understand their needs, building the application, conducting a quality assurance process, and training end users to use the new program.

The Webmaster integrates graphic design into the formatting of everything posted to the website; however, this is actually a small portion of the work performed. Knowledge of Cascading

Style Sheets (CSS), a language used to format web documents in terms of color, font, and layout, is necessary as well as knowledge of Photoshop, used to create and manipulate graphics and text.

The Webmaster is responsible for managing the processes to present content on the websites. This is done by soliciting and gathering new content, such as articles by local historians, historic photos, etc., and determining guidelines for quality control. Then she ensures all files or photos can be shared, maintaining appropriate consent forms, and updates web pages to ensure new content is in compliance with accessibility standards. Finally, she maintains an organized file structure on the web server.

This position, like all positions in Library IT, helps provide backup for the Help Desk calls as well as backup in a variety of maintenance and administrative tasks including operating checks on servers and maintaining and customizing the IRM (trouble ticket) software.

Within Library IT, the Library Webmaster is a unique, single-position classification with responsibilities for a unique IT initiative: the Library's public facing website and internal intranet. The Library Webmaster is similar to the City's GIS Coordinator classification in that the Webmaster manages and coordinates a single, large IT function. The GIS Coordinator classification does not require the same specialized web administration knowledge but does require similarly specialized GIS knowledge. HR recommends updating the GIS Coordinator classification to a more generalized Systems Coordinator classification with specific requirements for GIS, web, or other systems coordination duties dependent on assignment. The incumbent would be reclassified into the Systems Coordinator classification in accordance with the appropriate MOU.

Reclassifying the Webmaster to the Systems Coordinator classification will also, appropriately, designate the position as FLSA exempt (mid-management). Because of the nature of the work and the need for coordination and management of processes and workflow, this position de facto must coordinate and manage others' work. In addition, the Fair Labor Standards Act (FLSA) requires any IT position responsible for design and/or creation be FLSA exempt. Formally designating the Webmaster as a mid-manager also provides an opportunity to formalize the assignment of the Senior Library Assistant (SLA) currently working under the direction of the Webmaster and designate the Webmaster as the (SLA's) supervisor.

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#### **SENIOR LIBRARY ASSISTANT (SLA)**

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The Senior Library Assistant (SLA) position assigned to Library IT is unique in the Library and the City. The position is 80% dedicated to supporting the Webmaster and 20% dedicated to providing reference services to the public. The 80% assignment to Library IT is not described in the current SLA job specification.

This assignment is currently vacant partly due to the main responsibilities being disconnected from the job classification. The minimum qualifications of a SLA do not prepare an SLA to assign the 80% of work assigned within Library IT. HR has reviewed the PDQ's of two previous incumbents and met with each to better understand the position. HR has also met with the Webmaster and the Network Administrator to understand the IT training needs and requirements of this position.

The current SLA job specification does not address the 80% IT duties of this position. This position resembles the SLA job specification only for the ~~20~~20% assignment to provide reference services to the public via a scheduled shift at the Library Reference Desk in the Central Library.

The IT duties of this assignment includes maintaining and updating the Library websites requiring experience with Photoshop, Adobe Acrobat, CSS, and an html editor. It is helpful if the incumbent understands content management principles, particularly as this relates to how people look for information when researching a topic. On a daily basis, this position, under the Webmaster's direction, updates websites with new content, special programming, new services, and information related to holidays or special events. Without specialized knowledge and training, this position cannot help with the day-to-day work of updating and maintaining the websites.

Previously, some of the duties assigned to this position were duties better assigned to clerical support as they were general and clerical in nature. Examples of these duties include ordering office supplies, arranging meetings, and answering help desk calls. However, these duties were re-assigned to the most recent incumbent because she did not have the technical skills to perform the web related duties. Assigning her general, clerical duties was a way to utilize her time in a way that benefitted Library IT.

The previous incumbent was trained over several years and closely supervised during his assignment to Library IT. Even then, this was not an assignment in which the incumbent felt comfortable because of the highly technical skills required and the pace of the IT group's workflow. The incumbent, even when better trained over time, was not comfortable with the work and preferred more typical SLA duties. To meet workload requirements, Library IT has hired a temporary employee with a website background and training that allows her to work somewhat independently on website maintenance activities.

In addition to helping maintain the Library's internet site, this position also supports the staff intranet by converting Word files to PDF, using an html editor to display statistical data for a variety of reports, and making changes to or posting new information and documents keeping staff informed of new policies, procedures, and other information. Like all members of the Library IT group, this position helps monitor IRM (trouble tickets) and the e-mail inbox to resolve minor printer or computer problems or assign more complex issues to other Library IT staff.

Library IT limps along every time a new SLA joins the group because the SLA, whether a new or reassigned employee, does not have the requisite knowledge, skills, and abilities for this assignment. With little or no training budget and severe time constraints, Library IT cannot effectively train a new person with little or no IT experience. The newly assigned SLA may take years to gain the on-the-job training and experience needed to perform effectively. IT staff struggle to train the SLA, training when time allows and assigning basic clerical tasks like ordering inventory or entering information into forms. When this position requires recruitment, Library IT has not ability, using the current SLA job description, to recruit external candidates with relevant IT skills and experience.

HR recommends removing this position from the SLA classification as the SLA knowledge, skills, and abilities do not meet the minimum requirements of the IT assignment. The responsibilities and duties of the IT assignment are within the scope of the current IT Specialist I/II classification. The current duties and responsibilities of the Library IT position are at parity with the IT Specialist I classification and, as there is no incumbent, a recruitment would be conducted for an IT Specialist I.

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## LIBRARY INFORMATION SYSTEMS SPECIALIST (LISS)

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The LISS has been responsible for managing the Library's Integrated Library System (ILS) which includes the network, server, associated databases, and staff and patron interfaces for activities including circulation, book request tracking, public access, patron registration, bibliographic services, and reports and statistics. To adequately perform these responsibilities, the LISS needed to understand the operating systems and applications in Windows, LINUX, and Open Virtual Memory System (OpenVMS) environments.

This position's responsibilities were divided fairly equally across the following areas: ILS server system management; database management; software administration; network services administration; education on existing and emerging technology related to ILS; and help desk support.

Duties involved in managing the ILS server system included configuring and applying upgrades to both the operating system and software that allows file transfers and e-mail. The LISS created and maintained user accounts, user and data directories, e-mail distribution lists, etc. In addition, the LISS optimized CPU performance, memory, disk performance, data storage, and information retrieval by modifying the operating system parameters, configuring the system when \ software was installed or upgraded, and conducting routine data file maintenance.

The LISS managed the database by running recurring and special reports for library staff and management, writing procedures in Digital Command Language (DCL) to run daily backups on the system, writing procedures to allow data to be modified or extracted for use in other programs, as well as maintaining or updating files to ensure accurate information in the database. For example, she ensured media title records were up to date on a weekly basis.

To provide software administration, the LISS worked with vendors to fix bugs in the software. The LISS customized software to conform to library policies and procedures (e.g., debt collection). Customization may have been necessary for web-based interfaces used by staff to access data. The LISS wrote procedures and documentation to allow Library IT staff to check system status, print reports and notices, and check network systems associated with ILS. Finally, the LISS answered staff questions daily related to circulation, cataloguing, processing, borrower services, etc.

An important aspect of the LISS position was the necessity to keep current on existing and emerging technologies that could support the old ILS. This included acquiring and training staff on any new or updated software and hardware. The LISS spent about 15% of her time using online resources, product documentation, manuals, etc., to maintain her currency and learn techniques for administering and/or training others on the use of new, ILS related software and hardware.

With the recent implementation of the new ILS, it is expected the LISS duties related to the care and feeding of the ILS will be greatly simplified. Assuming the ILS support responsibilities are similar to the responsibilities required for the other systems supported by the ILS, this simplified scope of duties and responsibilities are comparable to the scope of duties and responsibilities of the IT Specialist III classification. Therefore, HR recommends reclassifying the position and incumbent to the IT Specialist III classification in accordance with the applicable MOU.

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## NETWORK ADMINSTRATOR

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As Network Administrator (NA), this Library IT position is responsible for: maintaining the network; administering the system servers; system applications; system programming; management of staff and workflow; planning and budget; purchasing IT systems, equipment, and supplies; and liaising with other Library and City IT managers. This position reports to the Library Director directly and functions as both a Network Administrator and an IT Manager. The incumbent is responsible for both the administration and maintenance of the Library network and all management activities of Library IT since all IT functions report to the Library NA.

The NA is responsible for overall management of the Library network and maintaining network performance on a daily basis by monitoring bandwidth and throughput to ensure capacity for all Library IT processes. He plans the network architecture and configures the network as new purchases are made and routers, circuits, networking equipment, and applications are added. Most of these duties are appropriately assigned to a Network Administrator classification; however, planning the architecture and making purchases to ensure seamless integration with the network are duties more typical of a Network Manager classification.

The NA provides system administration for the Library servers that house all information and IT resources. He is responsible for building all system servers using either LINUX or Microsoft, depending on the server, selecting appropriate hardware and software, configuring services for specific tasks, and optimizing and testing servers to ensure they are working and can support their assigned resources. He troubleshoots network service problems, documents system changes, and trains Library IT staff on changes, as needed. He is responsible for system applications and ensures there is sufficient infrastructure to support a large number of web applications. He also backs up the system regularly.

The NA is responsible for system programming including selecting, installing, and configuring system software. He automates repetitive tasks, such as having backups start at a certain time, controlling application start times, or providing notifications to users when there's been an upgrade or software change. He monitors log files daily looking for anomalies or issues that need intervention.

As a manager, the NA receives work requests from Library staff and assigns them to appropriate Library IT staff. He performs all work typical of a manager: writing evaluations, managing work and vacation schedules; handling discipline; monitoring work assignments; and planning training. He's responsible for long term planning for Library IT and participates in strategic discussions about technology at the management level, providing technical expertise to the Library Director and management staff. He evaluates the Library's technology needs and makes recommendations. His recommendations help determine what is technically possible and how technology can support, shape, or change the delivery of Library services. He prepares the Library IT budget and makes budget recommendations to the Library Director and the Board of Directors.

Given the recent reorganization of the Library and retirement of the incumbent NA, HR recommends the new Manager of Systems Services and Support temporarily assumes the personnel management responsibilities of this position. The City's Chief Technology Officer (CTO) will provide the technical expertise needed to oversee the technical aspects of Library IT. The higher level IT vision and technical leadership responsibilities may be one of the early commonalities if the two IT functions (Library and City) and HR recommends the opportunity to share these responsibilities be explored before the Library commits to an organizational structure. While a strategy is being developed, the Library will contract for network management services.

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## CONCLUSION

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In conclusion, HR recommends the following for each classification:

1. Microcomputer Technician
  - a. Reclassify to the IT Specialist II and IT Specialist III classifications in accordance with the applicable MOU(s).
2. Library Webmaster
  - a. Modify the GIS Coordinator job specification to a more general Systems Coordinator classification with specific requirements for GIS, web, or other systems coordination duties dependent upon assignment.
  - b. Reclassify to the modified Systems Coordinator classification in accordance with applicable MOU(s).
3. Senior Library Assistant
  - a. Replace with the IT Specialist I classification and conduct a recruitment.
4. Library Information Systems Specialist
  - a. Reclassify to the IT Specialist III classification in accordance with applicable MOU(s).
5. Network Administrator
  - a. As the position will be vacation (incumbent is retiring), examine the opportunity to share common responsibilities between Library and City IT before committing to an organizational structure.
  - b. Library IT personnel management to be provided, temporarily, by the Manager of Systems Services and Support.
  - c. Library IT technical oversight to be provided, temporarily, by the Chief Technology Officer.
  - d. Network management services to be provided, temporarily, by contractor.

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**CITY OF SANTA CRUZ  
INFORMATION TECHNOLOGY SPECIALIST I/II**

**Reports To:** Receives immediate supervision from Network Administrator, Police Records and Services Manager, Systems Coordinator, IT Manager or other assigned staff.

**Supervises:** Incumbents in this class do not routinely exercise supervision.

**Bargaining Unit:** Service

**DEFINITION:**

Under supervision, serves as a technical expert and provides computer hardware, software, peripheral and user support in a networked environment; analyzes, troubleshoots and maintains a complex network infrastructure connecting end-users in a local area networks (LAN), wide area network (WAN) ~~mixed New Technology (NT) and Novell environment, and/or an NT environment with other~~ in a varied environment of operating systems and suites; demonstrates a full understanding of all applicable best practices, policies, procedures and work methods associated with assigned duties; performs other related duties as required.

**DISTINGUISHING CHARACTERISTICS:**

**Information Technology Specialist I** is the entry-level class in the information systems specialist series that allows the incumbent to develop journey-level knowledge and abilities. Initially under immediate supervision, incumbents perform basic hardware and software installation and user support duties. As experience is gained, there is greater independence of action within established guidelines. This classification is alternately staffed with Information Technology Specialist II, and incumbents may advance to the higher level after gaining experience and demonstrating a level of proficiency that meets the qualifications of the higher-level class. Individuals are not automatically promoted from I to II; the needs of the department determine the level of assignment.

**Information Technology Specialist II** is the journey-level class in which incumbents perform the full scope of complex hardware and software installation, maintenance, troubleshooting and user support with minimum supervision. Incumbents in this class may also be assigned project management related duties and responsibilities in maintaining or developing the City's or a department's network infrastructure, applications and in the development of new operating other related systems. This classification differs from the next higher classification of ~~Network Administrator~~ Information Technology Specialist III in that the latter is responsible for the more complex and difficult network administration work assignments and duties within the Information Technology division and for exercising supervision over assigned staff.

**ESSENTIAL FUNCTIONS:** *(include but are not limited to the following)*



**City of Santa Cruz  
Information Technology Specialist I/II**

- Installs, upgrades and repairs personal computers and peripheral devices; installs and configures printers, external drives, and scanners; installs packaged software programs on new and existing ~~personal computers~~ physical and virtual workstations/servers; assists users in learning the use of equipment and software packages including word processing, spreadsheets, graphics, database management and ~~the Internet services~~; assists in the development of computer applications and processes; provides technical support in the planning and implementation and operation of LANs and WANs.
- Responds to requests for assistance related to ~~local~~ hardware and software problems, and ~~performs~~ uses remote access to perform hardware and software error debugging; provides software application error analysis and reconfiguration; troubleshoots and diagnoses problems and ensures repair or replacement of faulty hardware, disks, drives, cables, peripherals and software; performs system backups and restoration; conducts various tests on components, equipment and software during installation to ensure components are working properly in accordance with City and/or department specifications. Staffs information technology help desk as assigned.
- Assists in the implementation of computer systems and with related technical and administrative projects; makes software and systems recommendations to facilitate increased efficiency; provides technical support and trains users; sets up and maintains computer user and group accounts.
- Provides technical assistance for the development and maintenance of the City's or a department's specialized software, on-line and Internet services; evaluates department's needs for automation and coordinates system implementation with outside vendors; maintains automation systems and provides reports for systems activities. May assist in the development and implementation of various databases in a multi-agency environment, including other local and state agencies. May assist in budget and procurement processes.
- Establishes positive working relationships with representatives of community organizations, state/local agencies and associations, management, staff and the public.

**WORKING CONDITIONS:**

Position requires prolonged sitting, standing, walking, kneeling, crawling, squatting and stooping in the performance of daily activities. The position also requires repetitive hand movement and fine motor coordination in performing computer installation and repair and preparing reports using a computer keyboard. Additionally, the position requires both near and far vision in performing computer installation and repair, and color vision is required to accurately interpret visual displays. Acute hearing is required when communicating by phone and in person. The need to lift, drag and push equipment and materials weighing 50 pounds or more is also required. The nature of the work requires the incumbents to climb ladders, drive motorized vehicles and work in small spaces. Additionally, weekend and evening work and after hours emergency calls outs may be required. Working alternate shifts may also be required.

Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

**City of Santa Cruz  
Information Technology Specialist I/II**

**QUALIFICATIONS:** *(The following are minimal qualifications necessary for entry into the classification.)*

**Education and/or Experience:**

Any combination of education and experience that has provided the required knowledge, skills and abilities necessary for an **Information Technology Specialist I/II**. A typical way of obtaining the required qualifications is to possess the equivalent of:

**Information Technology Specialist I**

One year of experience performing computer support functions, and an Associate of Arts degree in computer science, information systems or related field. One additional year of experience may substitute for an Associate of Arts degree.

**Information Technology Specialist II**

In addition to the above, two years of increasingly responsible experience supporting a computer environment equivalent to that of the City of Santa Cruz or the department to which assigned, and an Associate of Arts degree in computer science, information systems or related field. One additional year of experience may substitute for an Associate of Arts degree.

**Licenses/Certificates:**

Possession of a valid California Class C driver's license and a safe driving record, or the ability to provide alternate transportation which is approved by the appointing authority.

**KNOWLEDGE/SKILLS/ABILITIES:** *(The following are a representative sample of the KSA's necessary to perform essential duties of the position. The level and scope of the knowledge and abilities listed below vary between the I and II levels.)*

**Knowledge of:**

- principles and practices of computer systems and network design, operation and control;
- local area networks, wide area networks, personal computers, software and database languages as used by the City and/or the department to which assigned;
- personal computer diagnostic hardware utilities and testing equipment;
- methods and techniques for record keeping and report preparation and writing; proper English, spelling and grammar;
- applicable federal, state and local laws, codes and regulations relating to the security of information;
- office practices, methods and equipment, including a computer and applicable software; and
- occupational hazards and safety procedures.
- customer service techniques.

**Skill to:**

- operate standard office equipment;

**City of Santa Cruz**  
**Information Technology Specialist I/II**

- operate, troubleshoot, maintain and repair stand alone and networked computers, peripherals and a variety of word processing and software applications;
- use hand tools to install, maintain and repair computers and peripheral equipment.

**Ability to:**

- understand, interpret and effectively explain hardware and software applications to users;
- identify, analyze and resolve computer hardware and software problems;
- research technical materials and provide and document solutions to complex problems for user departments;
- use initiative and sound judgment within established procedural guidelines;
- organize, prioritize and follow up on work assignments;
- read and interpret maps, sketches, drawings, specifications and technical manuals;
- learn City or department terminology and systems needs within six months of being hired;
- read, interpret and record data accurately;
- work independently and as a member of a team;
- learn more complex principles, practices, techniques and regulations pertaining to assigned duties;
- develop and coordinate work programs to meet information systems users' needs;
- analyze complex information systems and network issues, and develop and implement appropriate responses;
- observe safety principles and work in a safe manner;
- communicate clearly and concisely, both orally and in writing; clearly communicate technical information to a variety of computer users; and
- establish and maintain effective working relationships;
- work with wireless and radio transmission equipment if assigned to the Police Department.

Classification No.: 144-145  
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**Career Ladder**

- Network Administrator
- Information Technology Specialist III
- Information Technology Specialist II
- Information Technology Specialist I



**CITY OF SANTA CRUZ  
INFORMATION TECHNOLOGY SPECIALIST III**

**Reports To:** Receives immediate supervision from Information Technology Operations/Customer Service Manager, Network Manager, Network Administrator, Systems Coordinator, or other IT Manager assigned staff

**Supervises:** May act as lead worker to IT Specialist I/II

**Bargaining Unit:** Service

**BASIC FUNCTION**

Under general supervision, the Information Technology Specialist III provides City-wide technical support for the City's or assigned Department's information systems, including the implementation and monitoring of computer operations; systems administration and troubleshooting of various applications; monitoring of local and wide area networks.

**DISTINGUISHING CHARACTERISTICS**

This classification is distinguished from the next lower classification of Information Technology Specialist II in that the latter classification performs hardware and software installation, maintenance, troubleshooting and user support with minimum supervision.

This classification is distinguished from the next higher classifications of Network Administrator, Customer Service Manager, Network Manager, and Systems Coordinator in that the latter ~~is~~ are responsible for the more complex and difficult duties within the Information Technology Division or assigned Department/department, like identifying project assignments, and for exercising supervision over assigned staff.

**TYPICAL DUTIES** *(May include, but are not limited to, those duties listed below.)*

- Analyzes, designs, evaluates, and tests new, or revisions to, current applications (such as e-mail, specialty applications, telecommunications, and other new technologies). Assists in creating specifications for systems to meet business requirements.
- Provides escalation support, technical troubleshooting, problem isolation, and general oversight in the resolution of difficult problems with deployed systems and configurations.
- Assists users to resolve problems with available technology, including hardware, software, peripherals, and networks.
- Identifies, prioritizes, and resolves system problems to mitigate downtime.
- Provides assistance in identifying, evaluating, developing, and documenting IT systems and procedures.
- Provides technical support and training assistance to City and/or assigned department staff.
- Monitors database policies, procedures, and standards relating to database management.

**City of Santa Cruz  
Information Technology Specialist III**

- Assists in the design, installation, and management of servers, workstations, network, telephone, and telecommunications systems.
- Upgrades, modifies, and maintains ~~City~~ hardware and software using vendor supplied releases and utilities.
- Responsible for maintaining the confidentiality of any data that may be accessed on City and/or assigned department systems.
- Participates in assigned projects.
- Acts as a resource and mentor to others ~~in the department~~.
- Establishes working relationships with staff, departments, vendors, and the public.
- Performs all tasks that the IT Specialist II performs.
- May act as a work leader/trainer and resource to the IT Specialists I/II's.
- May be assigned to specialized technology areas.
- Researches new applications, security threats, and new technology.
- Performs other related duties as assigned.

**WORKING CONDITIONS**

Position requires prolonged sitting, standing, walking, kneeling, crawling, squatting, and stooping in the performance of daily activities. The position also requires repetitive hand movement and fine motor coordination in performing computer installation and repair and preparing reports using a computer keyboard. Additionally, the position requires both near and far vision in performing computer installation and repair, and color vision is required to accurately interpret visual displays. Acute hearing is required when communicating by phone and in person. The need to lift, drag, and push equipment and materials weighing 50 pounds or more is also required. The nature of the work requires the incumbents to climb ladders, drive motorized vehicles, and work in small spaces. Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

**MINIMUM QUALIFICATIONS**

**Knowledge:**

- Computer hardware, software (including business applications), systems, network operating systems, and telecommunications used in the City and/or assigned department.
- ~~Microsoft Server and Networks~~ Server and workstation setup and configuration requirements.
- Current technology standards.
- Complex processes, techniques, and resources to analyze, install, and repair new and existing systems.
- Local area networks, wide area networks, personal computers, software and database administration as used by the City and/or assigned department. ~~any specialized technology to which assigned.~~
- Principles and practices of computer systems and network design, operation and control.

**City of Santa Cruz  
Information Technology Specialist III**

**Skills:**

- Operation of computers, diagnostic hardware utilities, testing equipment and other related equipment items.

**Abilities:**

- Manage/administer multiple computer systems in a diverse computing environment.
- Work on problems of diverse scope where analysis requires a comprehensive understanding of hardware/software solutions.
- Establish and maintain effective working relationships with others.
- Communicate effectively in English both orally and in writing.
- Quickly adapt and acquire knowledge of specialized systems
- Understand, interpret, and effectively explain hardware and software applications to City and/or assigned department staff.
- Identify, analyze, and resolve computer hardware and software problems.
- Research technical materials and provide and document solutions to complex problems, ~~for City departments.~~
- Use initiative and sound judgment within established procedural guidelines.
- Organize, prioritize, and follow up on work assignments.
- Learn more complex principles, practices, techniques, and regulations pertaining to assigned duties.
- Analyze complex information systems and network issues, and develop and implement appropriate responses.
- Observe safety principles and work in a safe manner.

**OTHER REQUIREMENTS**

- May be required to work on-call, extended/off hours, and weekends.

**EDUCATION AND EXPERIENCE**

Any combination of education and experience that provides the above knowledge, skills and abilities combined with any required licenses is qualifying. A typical way to obtain the required qualifications is to possess the equivalent of the following:

- Four years of experience performing computer operations, systems management, and administration of multiple operating systems including experience with multiple network protocols and administering Microsoft Windows server environments, two years of which include increasing responsibilities; and
- An Associate of Art's degree in computer science, information systems, or related field.
  - One additional year of computer support functions may substitute for an Associates of Arts degree.

**LICENSES/CERTIFICATES**

Possession of a valid California Class C driver's license and a safe driving record, or the ability to provide alternate transportation which is approved by the appointing authority.

**City of Santa Cruz**  
**Information Technology Specialist III**

Classification No.: 232  
Date of Update: 1/12  
Date of Issue: 6/11  
Supersedes: 6/07

**Career Ladder**

- Network Administrator
- *Information Technology Specialist III*
- Information Technology Specialist II
- Information Technology Specialist I



**CITY OF SANTA CRUZ**  
**GIS SYSTEMS COORDINATOR**

**Reports to:** Receives direction-immediate supervision from the-Customer Service Manager, Network Manager, Database/Systems Manager, or other assigned staffInformation Technology Manager.

**Supervises:** Exercises direct and indirect supervision over assigned staffIT Specialist I, II, or III.

**Bargaining Unit:** Management

**DEFINITION:**

Under general direction, plans, organizes, implements and administers a comprehensive IT system Geographic Information System (GIS) program for the City and/or assigned department; designs databases and procedures required to support GIS-system applications; installs and maintains a variety of computer-based software and hardware; performs database administration, programming, training, systems and requirements analysis; performs other related duties as required. Examples of comprehensive IT systems include, but are not limited to, a Geographic Information System (GIS), or a web development, design, and content management system.

**DISTINGUISHING CHARACTERISTICS:**

The **GIS Systems Coordinator** is the class responsible for the development, administration and maintenance of the-an assigned IT system. City's GIS. The incumbent is responsible for establishing system standards and for the development of long-range technology plans. This classification is distinguished from the next higher classification of Information Technology Manager in that the later has overall responsibilities for the-an entire function within the City's or assigned Department's Information Technology Division.

**ESSENTIAL FUNCTIONS** *(include but are not limited to the following):*

- Develops, directs, and coordinates the implementation of goals, objectives, policies, procedures, standards and work programs for the City-wide-assigned systemGIS program. Prepares and presents long-range plans and status reports for the Information Technology (IT) Steering Committee, Department Heads, City Council, and the GIS Task Force stakeholders including, but not limited to, IT governance, Department Heads, City Manager, and City Council.
- Serves as the GIS-system technical resource to all City departments; identifies, designs and develops GIS-system applications.



**City of Santa Cruz**

**GIS Systems Coordinator**

- Designs the GIS system databases and develops strategies and procedures for integrating GIS the system with existing City databases (~~HP 3000 and NT Servers~~). Recommends, installs, troubleshoots and supports GIS system software, databases and spreadsheets.
- If assigned GIS: Develops and administers quality control standards for map and data attribute data conversion, maintenance and output display. Interpret base maps and monitors and maintains parcel/land use maps and databases. Ensures that City departments comply with quality control standards.
- If assigned web development, design, and content management system: develops and administers quality control standards and performance metrics for web presence, web based services and programs. Assists program managers and other personnel with developing and maximizing web presence, web based services and programs.
- Assists with preparation of the GIS system program budget; monitors approved budget; reviews Citywide other budget requests for hardware, software and services relating to the GIS assigned system program; advises appropriate program personnel on budget matters relating to the GIS assigned system program.
- Maintains awareness of current advances in technology as they relate to City and/or assigned department needs and objectives relating to GIS assigned system; coordinates pertinent information, resources and work teams necessary to support a positive and productive environment.
- Exercises functional and technical supervision over assigned staff.
- Represents the City in inter-agency coordination activities relating to GIS assigned system.
- Trains others on system use and content.

**WORKING CONDITIONS:**

Position requires prolonged sitting, standing, walking, kneeling, squatting and stooping in the performance of daily activities. The position also requires repetitive hand movements and fine coordination in preparing reports using a computer keyboard. Additionally, the position requires both near and far vision in performing computer installation and repair, and color vision is required to accurately interpret visual displays. Acute hearing is required when providing phone and personal service. The need to lift, drag and push equipment and materials weighing up to 50 pounds or more is also required.

Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

**QUALIFICATIONS:** *(The following are minimal qualifications necessary for entry into the classification.)*

**Education and/or Experience:**

**City of Santa Cruz**  
**GIS Systems Coordinator**

Any combination of education and experience that has provided the knowledge, skills and abilities necessary for a GIS Systems Coordinator may be qualifying. A typical way of obtaining the required qualifications is to possess the equivalent of three years of directly related experience in geographic information system coordination, information technology, or information system or network management, including some experience as a supervisor, and a Bachelor's degree in computer sciences, information systems management, business administration, geography or a related field.

**Licenses/Certificates:**

Possession and continued maintenance of a valid class C California driver's license and a safe driving record.

**KNOWLEDGE/SKILLS/ABILITIES:** *(The following are a representative sample of the KSA's necessary to perform essential duties of the position.)*

**Working knowledge of:**

- Principles, practices and techniques of GIS assigned system management including application design, system analysis, data base management, quality control, performance metrics, and hardware and software options for geographic and land oriented system applications;
- If assigned to GIS: Microsoft NT and GIS systems including ArcInfo, ArcView and AutoCAD MAP, Esri product suite, AutoDesk products, and GPS ;
- If assigned to web development, design, and content management system: graphic design, and search engine optimization.
- Project management techniques;
- Research techniques, methods and procedures;
- Record keeping, report preparation and writing, including knowledge of proper English, spelling and grammar;
- Principles and practices of program and budget development, administration and evaluation; and
- Occupational hazards and standard safety procedures.

**Some knowledge of:**

- Principles, practices and techniques of supervision, training and motivation.

**Skill to:**

- Operate a computer for word processing and other software applications.

**Ability to:**

**City of Santa Cruz**

**GIS Systems Coordinator**

- Communicate clearly orally and in writing; prepare clear, concise and complete reports, correspondence and other written material;
- Plan, organize, administer, review and evaluate Citywide GIS system development, programming and computer operations activities including data entry and control functions;
- Develop, implement and interpret goals, objectives, policies, procedures, standards, work programs and internal controls;
- Exercise sound independent judgement within policy guidelines;
- Analyze complex problems, evaluate alternative solutions and make creative recommendations;
- Assess GIS system user ~~department~~ needs, set priorities, and meet such needs in a timely and effective manner;
- Supervise, train and motivate staff to perform assigned tasks;
- Represent the City effectively in meetings with other businesses and agencies; and
- Establish and maintain effective working relationships with representatives of community organizations, state and local agencies and associations, City staff and the public.

Classification No.: 718

Date of Update: 1/12

Date of Issue: 9/00

Supersedes: New

Career Ladder

• Chief IT Officer

• IT Manager

• Systems Coordinator

• Information Technology Specialist III

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](mailto: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](mailto: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?

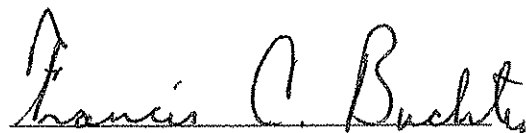
**Opportunities facing Libraries:** It's not an exaggeration to say books are a main repository of culture and the bases for our social contract. If I want to know what the founding fathers actually thought and said, I do not watch television or listen to the radio. I find them in a book. Online availability 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

Nov. 28, 2011  
date

## Libraries see 24 percent increase in hours: New Year brings expanded access

By J.M. BROWN - Santa Cruz Sentinel

Posted: 01/03/2012 04:48:14 PM PST

SANTA CRUZ — After a New Year's break, Santa Cruz Public Libraries reopened Tuesday with expanded hours at all branches except one.

The 10 branches of the city-county system will now be open a total of 318 hours each week, an increase of 24 percent. The change is part of a new service model approved by the library board last spring, one focused on increasing access to the once deficit-plagued \$11 million system while directing more funding toward rainy-day savings and improved technology.

The 61 additional hours have been spread among the branches to more proportionally meet demand, Library Director Teresa Landers said. The total hours for the system's second and third busiest branches, Scotts Valley and Aptos, are now equal, as are hours for the three smallest branches. The busiest and largest branch, Central, will continue to have the most hours, at 54 per week. Landers said the Live Oak branch will see no increase because it previously received a greater increase than the Capitola branch, which experiences about the same amount of traffic.

The Capitola branch will see hours increase 36 percent, while La Selva Beach, the system's smallest, will jump in hours almost 50 percent to be on par with the other small branches, Felton and Boulder Creek. They will see hours increase a third.

"The hours are strictly for the public, giving the public more access at more convenient times than what we had previously scheduled," Landers

said.

The library system laid off 13 employees in December to make the transition to a new service model. Some of the workers have taken temporary jobs within the system, and one retired rather than be laid off.

After new data on circulation, visitors and staff busyness levels is evaluated in coming months, Landers will report to the board on the impact of the increased hours. Based on the budget, the board will then consider increasing hours 24 percent again in July.

Aptos real estate agent Pete Cullen, the new president of the Friends of the Santa Cruz Public Libraries, said the additional hours should help him reach his goal of doubling the group's membership this year. The organization raises money for library programs, services and equipment.

"If there is better access to branches, that probably will help us raise our visibility," he said. "We'd like to do more outreach at the branches."

On Jan. 9, the board will appoint a new citizen member to replace President Barbara Gorson, whose term expires that day. Dick English of Aptos and Casey Buchter of Soquel are the

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candidates.

The board will begin its meeting at 7 p.m. after a 6:30 p.m. reception for Gorson, who has served on the board since 2004. The meeting will be in the community room at Central Branch, 224 Church St.

## AT A GLANCE

All branches of the Santa Cruz Public Libraries except for one saw an increase in weekly hours starting this week. Below is the number of hours increased each week per branch and the new total number of weekly hours:

### BRANCH HOURS INCREASED NEW TOTAL HOURS

Central 7 54

Scotts Valley 10 44

Aptos 6 44

Capitola 8 30

Live Oak 0 30

Boulder Creek 7 28

Branciforte 10 28

Felton 5 20

Garfield Park 2 20

La Selva Beach 6 20

For specific hours at each branch, visit [www.santacruzpl.org](http://www.santacruzpl.org).

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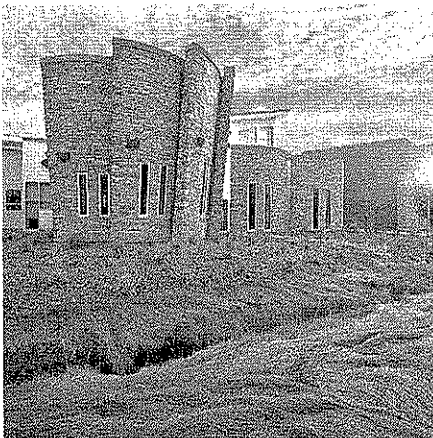
## Year in Architecture 2011: Design of the Times

December 15, 2011 By [Bette-Lee Fox](#) [Leave a Comment](#)

### A field of 176 public and academic building projects bears fruit

Whether sleek and modern, true to classic lines, or touched with whimsy, the projects that comprise the library construction landscape, featured in the **December 2011** issue of *Library Journal*, are greener than ever, with U.S. Green Building Council silver, gold, and platinum shimmering from many of our 150 public projects and 26 academic library buildings completed between **July 1, 2010**, and **June 30, 2011**. Leadership in Energy & Environmental Design (LEED) certification and practice is at the heart of much of today's library design, just as these new and updated buildings were designed to be at the heart of their communities.

What was cutting-edge in terms of sustainable features—solar roofs, recycled building materials, low-VOC paint, bicycle racks, high-efficiency windows, and underfloor HVAC systems—is now more widespread and familiar in library planning. Yet, there are still a few new sustainable wheels rolling down the ecofriendly pike, like a cupola at the **North Kohala Public Library**, Kapaau, HI, for natural light and wind turbines for power; chilled beam technology to reduce energy and an innovative stormwater collection system at the **Orange Branch Library**, Delaware, OH; a collaboration between the **Mission Branch of San Antonio Public Library** and the San Antonio Water System for the installation and operation of a demonstration rainwater/AC condensate collection system for irrigation; and an anticipated electric vehicle charging station at the **Fitchburg Public Library**, WI.



Along with elements targeting at least LEED Silver certification, the **Robbie Waters Pocket-Greenhaven Library**, Sacramento Public Library, CA (left-hand page), makes visitors want to smile, with its stone-veneered children's reading tower that features a fantasy mural from local artist Kristen Muench. **CREDITS:** WLC Architects, Inc., architect; photo, Ed Asmus.

#### Creating community

As well as being environmentally sound, this year's projects focus on the needs of their constituents for a place to gather and to feel at home. The central atrium at the **Vancouver**

**Community Library**, WA, is considered the “city’s living room,” as it links the five levels of the new structure. For the kids, Vancouver offers a children’s museum–like experience, which is also the thrust behind the remodel of New York’s **Queens Library Children’s Library Discovery Center**. San Diego’s **Fallbrook Library**, winner of a People’s Choice Orchid Award from the San Diego Architectural Foundation and also referred to as the community’s living room, includes a Poet’s Patio and an outdoor reading garden. Growing new readers is also on the agenda of Chicago’s **Greater Grand Crossing Branch**, which features a family reading garden, while the walled story garden of the **Fox Lake District Library**, IL, connects directly to the indoor children’s space.

The **Peoria Public Library North Branch**, IL, encompasses a reading garden and vast prairie views, while the **Caledonia Township Branch of Kent District Library**, MI, has a children’s garden that includes a giant checkerboard. A crowning achievement in imaginative children’s spaces is the **Robbie Waters Pocket-Greenhaven Branch** of the **Sacramento Public Library**, CA, whose children’s reading tower mimics a castle (above) when seen from the outside.

Moving back inside, the project at **Aspen Drive Library**, Vernon Hills, IL, is a little fishy, incorporating a children’s aquarium. The remodel of the **Phoenix Public Library’s Juniper Branch** has a designated “First Five Years” interactive literacy learning environment. And while information is key to library service, entertainment is right behind, as evidenced by the transformation of the multipurpose meeting room of Dallas’s **Pleasant Grove Public Library** into a black-box theater and the addition of a 300-seat auditorium and art gallery at Las Vegas’s **Windmill Library and Service Center**.

#### Restoring community

Mother Nature offered challenges to many regions and their libraries over the last several years, but some are getting back on their feet. Mississippi’s new **Waveland Public Library** replaces a Katrina-damaged facility with a structure that includes a welcoming front porch and a children’s library called, fittingly, “Jean Lafitte’s Pirate Cove.” The **Evelyn Meador Branch Library**, Seabrook, TX, supplants the building impacted by Hurricane Ike in 2008, while the **Georgetown Neighborhood Library**, Washington, DC, has returned after a devastating 2007 fire.

Aside from physical disasters, economics has played havoc with our neighborhoods. Seeking to overturn some of the impact of these recent hard times, the **Weaver Bolden Branch Library**, Tuscaloosa, AL, is a joint venture with the Tuscaloosa Housing Authority to help revitalize the neighborhood, with the library next door to a community center. Denver’s **Fruita Branch** is in a mixed-use facility with a recreation center, senior center, swimming pool, and gymnasium. The **University Place Pierce County Library**, WA, combines with civic functions, police, city hall, and retail ventures. The **Rita and Truett Smith Central Public Library**, Wylie, TX, takes its place in a municipal complex comprising city offices and a rec center along a continuous 700’ Texas-limestone wall.



The **White Tank Branch Library & Nature Center**, Maricopa County Library District, Waddell, AZ, has achieved LEED Platinum certification for this joint-use space between the library district and the parks/recreation department. Its most compelling feature is its desert site, which matches the building's color scheme and engraved Native American petroglyphs. **CREDITS:** DWL Architects + Planners, Inc., architect; photo, Bill Timmerman.

#### Preserving history



Updating historical buildings with fresh purpose means both green and community focus. The **Scotts Valley Branch Library**, CA, was once a roller rink; the **Jackson Public Library**, NH, is made from an old barn dismantled by the local historical society; and the **Twin Oaks Branch**, Austin, TX, is composed of salvaged bricks from the post office that stood on the site. The **Nesconset Branch, Smithtown Special Library District**, NY, transformed a 25,000 square foot 1961 National Guard armory building; the **Dolley Madison Library**, McLean, VA (on our cover), maintains Jeffersonian detail with an oculus (oval window) at the entrance and geometric inlays in the millwork. Then there's Iowa's **Mason City Public Library** (MCPL) renovation of its 1939 building. Composer Meredith Willson, a Mason City native, based his iconic Marian the Librarian in his Broadway hit *The Music Man* on a former MCPL director.

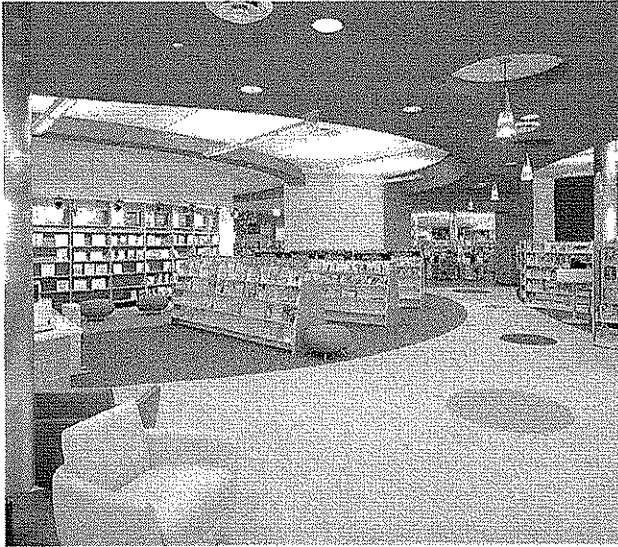
Among the academic library constructions are the massive addition/renovation at the **University of California–Santa Cruz**; the project at the **University of Missouri–Kansas City** that includes a 12,800 square foot addition standing 70' high; and the new **Arlington Campus Library of George Mason University**.

#### Where we go from here

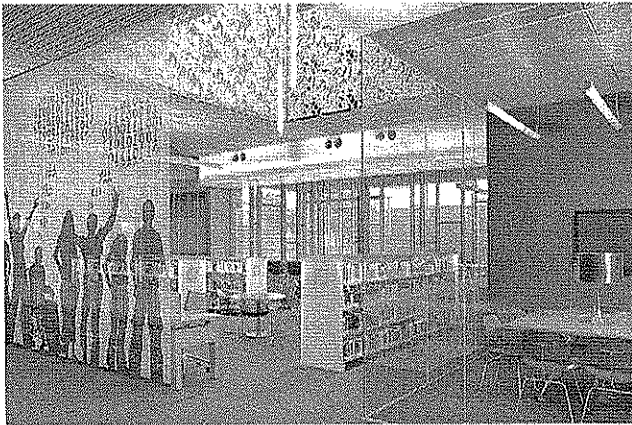
The perseverance of library capital projects is heartening, considering dire fiscal news nationwide. We all understand that libraries in these uncertain times are more valuable than ever. As they embrace sustainable features and save money on operations, they are a model to others. They also stand as a beacon to those whose lives have shifted with a collapsing economic framework. Libraries support us; we must continue to support them.

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## Wall-to-Wall Wonders

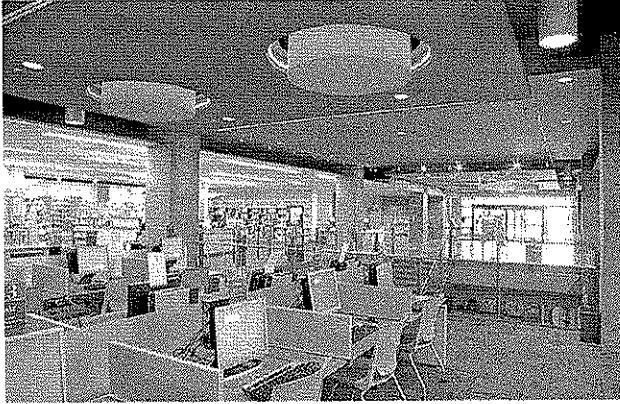


A former Food Lion is now the **Bedford Public Library, TX**, with curved walls and ceilings and glass that changes color. **CREDITS:** Hidell & Associates Architects, architect; photo, Patrick Coulie.



A joint project of Phoenix PL and South Mountain Community College, **South Mountain Community Library, Phoenix**, treats its teens to a space surrounded by translucent walls and arresting sculptural panels. **CREDITS:** richärd + bauer, architect; photo, Mark Boisclair.

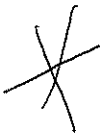




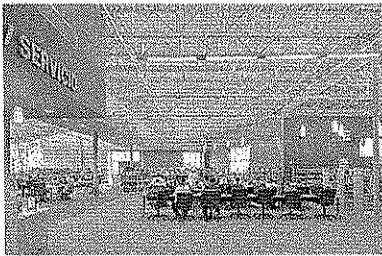
The remodeled **Tempe Public Library**, AZ, has 110 public access computers, including a “Family Computing” area. CREDITS: Engberg Anderson, architect; photo, Okland Construction.



A 1901 building melds with its 1984 addition at the **Carnegie-Stout Public Library**, Dubuque, IA, as the unused mezzanine was repurposed into a show-stopping elevated reading lounge. CREDITS: OPN Architects, Inc., architect; photo, ©Wayne Johnson, Main Street Studio.



Diner-style booths complement the teen space at the **Scotts Valley Branch Library**, CA, which also features solar tubes and skylights for natural light and a cushioned story time platform. **CREDITS:** Group 4 Architecture, Research + Planning, Inc., Architect; photo Technical Imagery Studios.



The **Pleasant Grove Branch Library** of the Dallas Public Library serves a diverse community through its more than 20,000 square foot open plan. Targeting LEED Silver certification, the building includes large areas of glass to optimize natural daylight, while wheat board in built-in desks and shelving and end panels eliminate tree harvesting. **CREDITS:** Hidell & Associates Architects, architect; photo, Patrick Coulie.

# Great route to community resources

By **KIRSTEN FAIRCHILD**  
*features@santacruzsentinel.com*

**SANTA CRUZ** — Jeanne Czarniecki considers it part of her job to read the Santa Cruz Sentinel.

Part researcher, part detective, Czarniecki looks to newspapers and other area publications to provide her with information that she believes should be included on the Santa Cruz Public Libraries Community Information Database.

Established in 1997 as a cooperative effort between five public agencies — Santa Cruz County Human Resources Agency, Santa Cruz County Health Services Agency, United Way, Watsonville Public Library and the Santa Cruz City-County Library — CID was

developed to provide residents with a comprehensive listing of human service resources.

With funding provided through a library services and construction act grant, the database contained brief descriptions and contact information for nonprofits providing health and human services. In 1990, the Santa Cruz Public Libraries assumed full responsibility for the database and began to include information for other entities, such as clubs, support groups, day care centers, environmental and political groups, and other organizations.

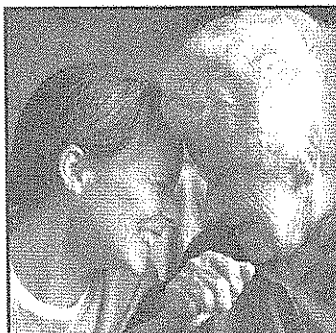
The database first became available online in 2004. A senior library assistant, Czarniecki

SEE DATABASE ON 5



The Grey Bears, shown here holding the group's annual Holiday Dinner, is one of hundreds of nonprofit groups detailed in the Community Information Database, known as CID.

DAN COYRO/SENTINEL FILE



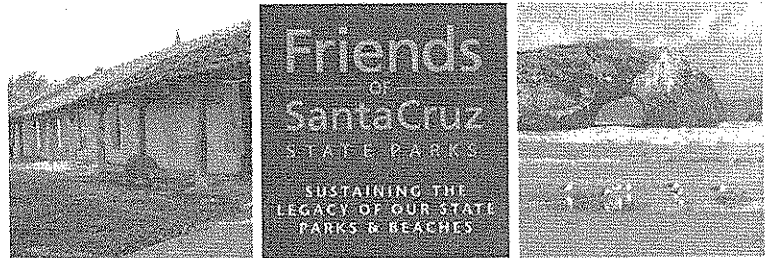
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# DATABASE

Continued from 4

estimated that seven hours of her workweek is spent on the CID. She works closely with Ann Young, the library system's webmaster who

created the current incarnation of the online database.

"It's intended for library users, but we use it a lot ourselves to answer questions at the reference desk," said Czarnecki, who spends part of her workweek at the Central Branch's reference desk. "We

know how important it is when someone comes to us trying to find out exactly what they need. Sometimes people will call the reference desk because not all agencies are listed in the phone book."

Currently, around 800 agencies, groups or organizations are listed on the website, though as many as 1,000 have been listed at one time. There is no cost to be listed on or to use the website. Interested organizations may complete a form online or fill out a hard copy furnished by Czarnecki.

"We see the CID as one of the best tools for local nonprofits to gain visibility and to let the public know what they do as well as what their wants

and needs are," said Luis Chabolla, communications and education officer at Community Foundation Santa Cruz County.

"People will ask us if there is an online database of nonprofits or if we have a list of nonprofits. We refer them to the CID. The CID is

**'We see the CID as one of the best tools for local nonprofits to gain visibility and to let the public know what they do, as well as what their wants and needs are.'**

**LUIS CHABOLLA,**  
Community Foundation  
Santa Cruz County

as much for helping other nonprofits connect to it as it is for us using it for our own information purposes."

Users may search the database in a number of ways including by keywords, clicking on categories that are most commonly accessed, or by subject or location.

In the month of October, the most visited entry was the La Selva Beach Recreation District, which was accessed 172 times. The Santa Cruz County Child Support Services was the second most popular entry, visited 104 times.

The most searchable keyword in October was "employment." "Volunteer opportunities" and "housing" were the next two.

"When something jumps out at me when I'm reading, I always think that I need to make sure that it is in this database," Czarnecki said. "Things have changed because of the Internet. For us to provide local information on our site, it's something we can do well because as a library, we're in the information business."

## AT A GLANCE SANTA CRUZ PUBLIC LIBRARIES COMMUNITY INFORMATION DATABASE

**WHAT:** A database of descriptions and contact information for county nonprofits providing health and human services, as well as for clubs, support groups, day care centers, environmental and political groups, and other organizations. Established in 1997 as a cooperative effort between five public agencies, the database was developed to give a comprehensive listing of human service resources to Santa Cruz County residents. In 1990, the Santa Cruz Public Libraries assumed full responsibility for the database and began to include information for other groups and organizations. The database first became available online in 2004.

**WHERE:** Official website: [www2.santacruzpl.org/cid/public](http://www2.santacruzpl.org/cid/public). Also links to the site from the Santa Cruz Sentinel ([www.santacruzsentinel.com/library](http://www.santacruzsentinel.com/library)) and Watsonville Community Connections Collaborative ([www.watsonvillecommunityconnections.com](http://www.watsonvillecommunityconnections.com)) websites.

**CONTACT:** Jeanne Czarnecki, senior library assistant, at 427-7707, ext. 5745; [cid@santacruzpl.org](mailto:cid@santacruzpl.org)

**COST TO LIST:** Free



### Habitat in Numbers

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## Habitat for Humanity® Santa Cruz County

**Did you know?** Habitat for Humanity has been building homes for over 22 years in Santa Cruz County. Habitat has completed 34 homes & is currently building three more in Scotts Valley. In addition, a development of four-to-six homes in the Live Oak area is in the "pipeline".

**Did you know?** Habitat builds decent, affordable homes using volunteer labor, donated materials and cash contributions from the community. Habitat sells homes at cost to hard working, low income families. If a family chooses to sell their home, Habitat buys it back to sell to another qualified family.

**Did you know?** Habitat homes dramatically change the lives of the families who live in them. Families are able to move out of substandard living situations into a permanent home. Children benefit greatly from this stability and are able to thrive in this environment.

**Did you know?** You can help make the difference in the lives of families and children in Santa Cruz County.

- Volunteer to build
- Donate new building materials
- Make a cash contribution



New Habitat homeowners volunteer on Blake Lane.

[www.habitatsc.org](http://www.habitatsc.org)

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Any time

## Santa Cruz Library To Lay Off Staff, Centralize and Outsource Services

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By Lynn Blumenstein Sep 15, 2011

A substantial service overhaul at [Santa Cruz Public Libraries \(SCPL\)](#), CA, could go into effect in January, with professional MLS staff decreasing by almost 20 percent, juxtaposed with a hefty increase in service hours. It fleshes out the proposed reorganization [reported](#) on previously in *LJ*, which was approved in April by the Joint Powers Authority Board.

### Increasing efficiencies via centralization

SCPL director of libraries Teresa Landers characterized SCPL's new [Community Service Model](#) as "still a draft document I cannot speak too freely about... as it is changing as we meet and confer with the labor unions." She did explain, however, that the plan "would increase efficiencies by centralizing selection, programming, and reference, with librarians providing those functions," she told *LJ*.

Nonlibrarians would handle basic information/reference and move materials at consolidated service desks in ten branch locations, with self-check, self-pickup of holds, and eventually automated materials handling services at some locations contributing to efficiencies. SCPL is also looking at outsourcing courier and shelf-ready materials preparation services, said Landers.

Currently, 27 librarians select and weed materials. In the new plan, centralized selection would be performed by 3.5 librarians working with floating collections managed by a migration to a new integrated library system (ILS), Evergreen.

### Layoffs and early retirement incentives

SCPL employs 112 with FTE at 97.5. As of mid-September, seven staffers have accepted early retirement incentives, with three more offers about to be presented, said Landers, who told *LJ* that professional staff would decrease by 18.5 percent. SCPL plans an overall staff reduction of about ten percent, or as high as 15 staffers, according to an August 24 [Mercury News](#) story.

SCPL's Library Joint Powers Authority board could vote on the plan as early next month, with the City Council to follow. Layoffs would be effective January 1.

#### **Increased service hours**

Offered alongside the bad news of staff layoffs is an aggressive plan to dramatically increase service hours by 20 percent in January and by 50 percent in July, or from 257 to 392 total weekly hours, as previously reported. This plan would be implemented with funds from a combination of cash reserves plus projected cost savings. Weekly hours at the downtown branch would increase from 47 to 56. Hours at smaller branches would double, from 15 to 30 at Felton, 18 to 35 at Branciforte, and 14 to 30 at La Selva Beach.

#### **Plan assumes increased sales taxes, higher personnel costs**

SCPL is almost equally funded by a one-fourth cent sales tax plus property taxes, with the ratio varying among the several municipalities within SCPL's service area. SCPL planners project that overall revenues will increase 9.3 percent over the next five years, from \$10,989,559 for FY11-12 to \$11,755,360 projected for FY15-16. Projections assume that the sales tax portion will increase more than property taxes. Despite the planned layoffs, however, personnel costs will increase from \$7.3 million to \$8.1 million, an increase of nine percent over that time period, based on union contracts.

## **Reader Comments (2)**

I'm surprised that a lot of these things aren't being done already. I realize that my system implemented them gradually and that we are doing most of them. Much less dramatic/traumatic than a total overhaul. We've already had our staff cuts, and we were never very flush, so the changes were made to deal with increased business with the staff we have/had.

**Posted by Ms. Joneser on September 16, 2011 11:13:35AM**

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# SLV High Library Burned Down By Students Reopens

POSTED: 12:46 pm PST December 5, 2011  
UPDATED: 4:49 pm PST December 5, 2011



KSBW

San Lorenzo Valley High School's new library is opening Monday. (Dec. 5, 2011)

**SANTA CRUZ, Calif.** -- San Lorenzo Valley High School unveiled its new \$7.3-million library Monday. It was a long wait for San Lorenzo Valley students, some who went through their entire four years of high school without a library on campus.

The high school's library was destroyed by an arson fire lit by students on Sept. 16, 2006.

Three teenagers were partying and drinking when they went on campus and started lighting fires just after 2 a.m., arson investigators said.

## PHOTOS: SLV High School Library Fire

They ignited a recycling barrel pushed against an outside wall of the library, and caused at least \$2 million in damages as 11,000 books and 25 iMac computers burned and melted.



SLV High

Garrett Frasca, 18, of Felton, pleaded guilty in January 2007 to intentionally burning down the library and was slapped with a one year jail sentence. Frasca had just graduated from SLV high a few months before the arson fire.

The new library is inside a 13,500 square foot building designed by Beverly Prior Architects of San Francisco. It's equipped with 100 new computers and 23,000 books, and is a vast improvement from the old, cramped library.

Funding for rebuilding was approved by Measure O, a \$18.9 million bond measure that voters approved in 2008.

High school students will share their library with San Lorenzo Valley Elementary School kids.

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December 27, 2011

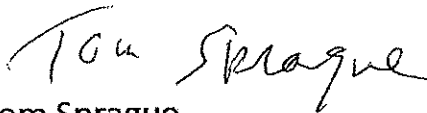
Branch Manager  
Santa Cruz Library  
251 Kings Village Road  
Scotts Valley, CA 95066

We don't have many opportunities to visit your branch, but have always enjoyed both your old and new locations. Especially the new location! Whenever we visit there, we are mesmerized by the design and layout of the facility, which to us is a work of art in itself. But most importantly we are delighted by the extremely helpful and courteous staff.

Our latest visit was in the stormy evening of December 21, and the computers were down so we were frustrated. But the ladies behind the desk made sure we got our airplane boarding passes for the next day and we could again relax in the beauty of your facility. What a great feeling.

If there is something you would like to purchase but it is not in the current budget, please add the enclosed check to that fund to perhaps help make it happen.

And again our sincere thanks for making each of our library visits so special.



Tom Sprague

PS Our family has had a cabin in Mt. Hermon for more than 100 years.

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Teresa Landers <landerst@santacruzpl.org>

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## Compliments to Patty Carroll

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Paula Contreras <contrerasp@santacruzpl.org>

Mon, Dec 5, 2011 at 2:45 PM

To: Patty Carroll <carrollp@santacruzpl.org>

Cc: Branch Staff Live Oak <liv@santacruzpl.org>, Teresa Landers <landerst@santacruzpl.org>

Patty,

I had a telephone call from Denise Arasin, from the Duck Network, who wanted to let me know what she said was "outstanding service, she received from you. She says you saved her life by helping print government documents she needed. She said you were a "super great person."

She added "great staff," at Live Oak. Of course, we know that, but it is lovely to hear.

Thank you Patty, job well done.

Paula

--

Paula Contreras, Branch Manager  
Live Oak Branch  
2380 Portola Drive,  
Santa Cruz, CA 95062  
831-427-7706 Extension 7677  
fax: 831-427-7718  
contrerasp@santacruzpl.org

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# As book prices rise, so do libraries

By Holly McDede on December 7, 2011 - 5:50pm

California is facing a \$13 billion budget shortfall over the next year and a half, and it's safe to say that the pain will be felt across public services. In some parts of the Bay Area, incoming tax dollars won't be enough to buy even books for libraries. That's why, in places like Santa Clarita, libraries are going private. It's a proven practice: The Mechanic's Institute in San Francisco's library has been private since the late 19th century.

What's to be done when the economy makes books unaffordable, but public libraries can't fill their shelves? KALW's Holly J. McDede found a fairly simple answer: Start your own library.

\* \* \*

HOLLY MCDEDE: To get to Kristina Kearns' library you'll have to first walk through an antiques shop on Valencia, called Viracocha. You'll pass old-fashioned typewriters, a few bathtubs, subway station turnstiles, and an assortment of bicycles displayed on the walls. If it's a Saturday there might also be a live piano player. Once you make it through this jungle of delightful oddities, you'll run into Kristina Kearns. Chances are she'll be sitting on a bench reading a book from the library she started.

Kearns' library doesn't feel much like a regular library either. The floors are a bit squeakier, and every once in awhile the building, like antique buildings tend to do, stretches. You might not notice it – that is, until *Leaves of Grass* falls off the shelf.

KRISTINA KEARNS: Oh! Walt Whitman just went down.

Kearns used to work at a bookstore in Greece that really struggled because of the poor economy. When she came back to America, she saw the same thing.

KEARNS: I had been with McSweeney's Publishing, kind of volunteering for a while before then and helping out with the Rumpus, so it was strange to hear how publishing was dead and books are dead. Over and over again, it was kind of like, "Why are you guys saying this? You should be the ones not saying that!" I think it's strange.

Kearns also had economic troubles of her own. She found it difficult to afford books, even used ones. She worked five part-time jobs for six months before she could even start buying books – not that she had any time to read the books once she had them. And her small, personal purchases certainly didn't solve the larger problem going on here.

One day, she struck up a conversation with Jonathan Siegel, the owner of Viracocha, and pitched him the idea of opening a library of her own. It turned out she was talking to the right person. Siegel immediately offered her the space in the back of his antique shop.

KEARNS: His openness to just give me the chance, and his friends who came in and helped me build because I didn't know what I was doing... that's kind of, hopefully, what the name represents. All my job is to keep this physical space open so that people can have this space to do what they want with it.

She called the library "Ourshelves" and set about looking for books. Before long, she had local authors on board. Pulitzer Prize-winning author Michael Chabon personally invited Kearns into his house, and told her to

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take whatever books she wanted. She went back to her library with 100 of Chabon's books. Friends of San Francisco Public Library let her exchange books she already had for books she wanted from them.

KEARNS: I think part of it is that it's not a commercial enterprise. This isn't about money. This isn't about stature of any kind. This is just an open space to do whatever you'd like.

Once her doors opened, Kearns started to hear about more libraries sprouting up throughout the Bay Area. In Richmond, a mother put bookshelves filled with children's books in laundromats. In San Jose, volunteers started an informal lending program when the city failed to provide funds to hire a librarian. Within restaurant Mission Local Eatery lies a cookbook library.

KEARNS: It makes sense to me that the idea is coming out at the same time because books are expensive, and there's a need to adapt the role of what a bookshop's role is. When we're put in a tighter corner, more ideas come out, more sparks and changes.

You know what other year was exciting for libraries? Are you thinking 1854? Because if you are, you're right. For starters, the economic situation that year makes our current economy seem, eh, not that bad.

Back then, half of San Francisco's population was unemployed. The gold had run out. So it was time to get creative. A small group of people founded the Mechanics' Institute Library as a center for adult to learn crafts and trades. It still stands today in San Francisco's Financial District.

TARYN EDWARDS: MY name is Taryn Edwards, and I'm one of the six librarians that we have on staff here.

To get a sense of what the Mechanics' Institute Library looks like, first picture Kristina Kearns' little library in the back of the antique shop. Now, take away the antique shop. Then, add a few floors. Put in an elevator, and a winding staircase. Don't forget the glass windows.

EDWARDS: A mere five years after it opened, it was immediately too small, so that's why we had to add two extra floors. And that's why it's a bit of a rabbit warren to get down to the next staircase. So it's usually very quiet here up on the third floor.

It also sounds a lot different than Ourshelves. Ourshelves has a piano player for example while the Mechanics' Institute has a chess club.

EDWARDS: Chess was always a main aspect of the Mechanic's Institute, oddly enough, because in Gold Rush California there wasn't a whole lot of entertainment options in San Francisco that didn't involve getting drunk or carousing on the Barbary Coast. So our founders, being very moral men, wanted to offer the entertainment option of playing chess.

One thing both Ourshelves and the Mechanics' Institute have in common that patrons pay for membership. At Ourshelves, the fee can be \$120-\$240 a year, based on a sliding scale. At Mechanics' Institute, membership costs \$95 a year. For that price, you could buy about six books at a bookstore. Here, take as many books as you want. Just, please, bring them back.

In San Francisco, I'm Holly McDede for Crosscurrents.

Friday, November 25, 2011

### It's Not About Libraries, It's About Amazon

When Douglas County (Colorado) Libraries decided to put "Buy this book" buttons on their online catalog pages ([example](#)), the response was strong. In just 11 days, the buy buttons had garnered almost 700 clickthroughs. According to Library Director Jamie LaRue, the library is putting buy links direct to publisher-supplied urls when they are provided (often to [Barnes and Noble](#)). Of the 700 clickthroughs, 389 went to Amazon and 262 to [Tattered Cover](#), the independent bookstore with 3 locations in the Denver area. In isolation, this data seems to be strong support for the notion that a digital presence in libraries can support sales of books. The [withdrawal this week by Penguin](#) from library ebook lending platforms (such as [Overdrive](#)) would seem to be a profoundly shortsighted move.

Viewed from a big six publisher's point of view, the situation looks different. If Douglas County's book buying rates match the rest of the country, its residents would purchase 2.1 million books per year, almost 6,000 books *per day*. The [7.1 million items](#) circulated by Douglas County Libraries in 2008 would present as an attractive market opportunity.

It's hard to know what the bookselling environment will look like 10 years from now, after a transition to digital reading platforms. While some publishers hold out hope that they could play a much larger role in servicing the demand that libraries meet in today's market, it's not libraries that worry them today, it's Amazon. Today's big six publisher sees the Douglas County clickthrough numbers and worries that those 389 library patrons are being captured by Amazon. Amazon is pushing [\\$79 Kindles](#) to those patrons and then effectively owns their book consumption.

The casual observer might not imagine how much of a threat Amazon presents to a big six publisher. After all, Amazon is sending them huge amounts of money. But think about how this might play out. If Amazon, with its proprietary e-reading ecosystem, grows to dominate book sales the way it currently dominates ebook sales, then it will be easy for Amazon to squeeze out the big publishers. Amazon can acquire exclusive content by dealing directly with authors, and [is already doing so](#). They will be able to demand that publishers reduce their margins so that they really are marginal. Publishers would have no choice but to surrender and perhaps die.

The Penguin move should be seen not as corporate verdict on libraries, but as a reaction to Amazon's entry into the library market. When Overdrive was distributing content to libraries on their own platform, the publishers were able to view Overdrive, and libraries in general, as a counterweight to Amazon. But the extension of Overdrive lending to the Kindle flipped libraries into the Amazon column. That's the best way to understand the Penguin decision, though you won't see them saying that.

The recently announced [Kindle Owner's Lending Library](#) demonstrates that Amazon, blessed with its trove of marketing data, understands the power of libraries to promote sales. But it also demonstrates that Amazon is not content to leave libraries to libraries. Amazon wants in on the lending action, too.

Bookstore closings and bankruptcies are just the first set of casualties in the war for dominance in the ebook industry, which has only just begun. Institutions with footprints as large as libraries won't be able to avoid cross-fire, or even direct attack. Neutrality won't be an option. The advance of technology doesn't respect the innocence of bystanders.

What's clear to me, at least, is that libraries could do worse than to follow the lead of Douglas County, stepping into the marketplace for ebooks without fear, with eyes open and with server logs studied.

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# When eBooks attack, mass paperbacks die

November 27, 2011 at 6:32 pm by [Frank Catalano](#)

The mass market paperback is dead. It just doesn't know it yet.

Ailing for months, its demise is now all but assured by Amazon's recent bold announcement. Not the over-analyzed, over-iPad-compared Kindle Fire announcement. Rather, by the far less interesting news – to the gadgetphiles – that the least expensive, wonderfully readable and portable Kindle is now \$79, a price point matched over the Black Friday holiday by Barnes & Noble for its Nook Simple Touch Limited Edition.

Mass market paperbacks, unlike their larger and higher-priced trade paperback siblings, are those books often inelegantly displayed in cheap wire fixtures along the front aisles of supermarkets and convenience stores, with soft covers to be ripped off and returned for full credit if the racked "product" doesn't sell.

Sales of mass market paperbacks have not exactly been healthy lately. Not only has data from the Association of American Publishers shown continued dramatic drops in monthly sales, but numbers from Nielsen BookScan for the first half of 2011 reveal unit – not dollar – sales of mass market paperbacks fell 26.6% compared to the same period a year earlier. That, when BookScan notes overall sales of paper books dropped a not-insignificant 10.2%.

It is, as Publishers Weekly [reported](#), especially devastating to genres that largely depend on the palm-sized, 4"x7" printed mass format: romance, mystery and science fiction/fantasy. BookScan's stats state that unit sales of adult fiction dropped almost in lockstep, by 25.7%.

Not surprisingly, a large part of the reason (alongside the loss of retail shelf space and the struggling economy) is the rush to eBooks. This spring, Amazon passed a [milestone](#). Paid sales of eBooks it offers surpassed sales of paper books, hardcover *and* paperback. Fiction appears to be leading the charge to digital, and it's not as though fewer total books are being sold – a recent BookStats report, conducted jointly by the AAP and Book Industry Study Group, concludes the total number of books purchased was actually up 4.1% from 2008 to 2010.

Even authors who once made a living off of mass market paperbacks hear the tolling bells. New York Times best-selling author [Bob Mayer](#) is something of a high priest of eBook advocacy and has created his own eBook publishing house, Who Dares Win Publishing. "I've never read an eBook but I make 90% of my revenue from eBooks," he told a conference of the Northwest Independent Editors Guild in the Seattle area this summer. "When the big six (publishers) figure out the eBook is the new mass market paperback, publishing will change dramatically."

Similarly, [conference speakers](#) from The Mountaineers Books and Allrecipes.com confirmed that genre fiction and fiction in general far outsells non-fiction in eBooks, and science-fiction and romance are digital's bestselling genres. (Mayer and the other speakers also said the rise of eBooks has led to a huge increase of interest in, and the ability to sell, content that once would simply go out of print. But not without effort. As Mayer pointed out, "Content is king; promotion is queen.")

Now factor in the new math. The cheapest Kindle and Nook Simple Touch were roughly \$80 (pricing reinforced in ads from device resellers such as Target and Staples). A typical mass market paperback sells for \$8.

For the price of ten paperback books, an avid reader can get a device that not only provides fiction at a lower per-book price than paper (once the book no longer carries the publisher's usurious new-release premium), but also displays free classics and permits an entire library of current reading to be carried anywhere.

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This isn't just a tipping point. It's a flipping point that can invert an industry: a sub-\$100 magic consumer price point. EBook device prices have, over the months, rapidly fallen as mass market paperback prices have, over the years, slowly risen. And E Ink devices, tablet snobs aside, are perfect for portable, fast, bright-sunlight fiction consumption. Yum.

Yes, there are downsides for consumers. No books to give, dog-eared, to Friends of the Library sales. No place to put autographs (a startup is working on that). No reason to buy more bookshelves (Ikea is ahead of this trend, changing bookcase design to accommodate clutter as well as books on now-deeper shelves). No convenient tome to hurl at suddenly skittering cockroaches.

EBooks have attacked and are about to claim their first victim. Because victorious technology isn't primarily in-your-face cool. It's unremarkably common and cheap – and therefore devastating in its impact to everyday habits.

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**Subject:** CalPERS Surprise: Smaller Rate Hike for Local Plans///FYI

## **Calpensions**

CalPERS, CalSTRS and other government pensions

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« [Bid to trim pension fails, \\$7.7 million settlement](#)

### **CalPERS surprise: smaller rate hike for local plans**

The rate hike next July for most of the 2,043 local public pension plans in the giant CalPERS system will be lower than expected — an increase of 1 percent of pay or less for four-fifths of them.

The rates reflect the second year of a radical “smoothing” plan that spreads rate increases from huge investment losses over a three-year period.

The CalPERS investment fund dropped 24 percent in fiscal 2008-09 when the stock market crashed. The fund peaked at \$260 billion in the fall of 2007, hit bottom at \$160 billion in March 2009 and was \$222.5 billion early this week.

Actuaries told the CalPERS board yesterday that a 13 percent gain in investment earnings the fiscal year following the crash, 2009-10, was better than what CalPERS expects in an average year, 7.75 percent.

“Most of the plans are experiencing an increase in rate for the 2012-13 year, although the increases are less than we projected in our prior report,” said actuary Nancy Campbell.

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“And I may say that overall 80 percent of the local government plans had an increase in employer rates of 1 percent or less, some zero, some less than that,” Campbell said.

The *local plan rates* are not expected to change much in July 2013, when they will reflect a 21.7 percent increase in earnings last fiscal year, the end of the three-year smoothing period.

The local rates are based on two-year-old investment returns because of the time needed to make actuarial calculations for the 2,043 plans. The new rates for state workers, expected in May, will have a one-year lag reflecting the big earnings last fiscal year.

The state rates are not expected to change much next July. The nonpartisan Legislative’s Analyst Office estimated last month that the state payment to CalPERS, \$3.6 billion this year, will increase to \$3.8 billion by fiscal 2016-17.

The new rates set by the actuaries for the local plans drew praise from several California Public Employees Retirement System board members.

“I’m pleasantly surprised,” said board member J.J. Jelincic. “All the great fear we have heard about how much rates are going up and how we are destroying Western civilization — 75 percent of all the plans the rate change is plus or minus 1 percent. It would suggest that maybe it’s not as forsaken out there as some people would like to project.”

Member Tony Oliveira, a former Kings County supervisor leaving the board this month, thanked the actuaries and the board for their “courage” in adopting the smoothing plan despite criticism.

He said jobs were saved. As the economic downturn forced cuts in local government budgets, particularly hitting counties who lost state aid for social services, spreading out pension rate hikes allowed time to plan and phase in reductions.

“Because you helped us gain a little more time no one lost a job,” Oliveira said when Kings County cut about 11 or 12 percent of its staff positions. “We did it through attrition.”

The average funded status of the local CalPERS plans is still low. It was 89.6 percent in June 30, 2008, dropping after the stock market crash to 61 percent in June, 2009, and then increasing to 65.8 percent in June 30, 2010.

Actuaries estimated that the big earnings gain last fiscal year adds 7 to 8 percent, which would push the funded status as of last June 30 to about 73 or 74 percent. But with the stock market in turmoil, the funding level has probably dropped since then.

The CalPERS board may revisit a controversy in March, when actuaries are scheduled to make a recommendation about the investment earnings forecast, now 7.75 percent, which critics say is too optimistic.

The actuaries recommended early this year that CalPERS lower the forecast to 7.5 percent, which would increase rates. The CalPERS board decided to leave the forecast unchanged.

Critics contend that the earnings forecast used to offset or “discount” future pension obligations is too optimistic and conceals massive long-term debt.

A leading critic, Joe Nation of the Stanford Institute for Economic Policy Research, issued a new



*report yesterday* contending that the long-term debt or “unfunded liability” of the three state pension funds is \$500 billion, far greater than reported.

The governor’s budget proposal last May estimated a total unfunded liability of \$118 billion for the three state plans: CalPERS \$48.6 billion, California State Teachers Retirement System \$56 billion and UC Retirement \$12.9 billion.

A CalPERS *news release said* earnings from the pension fund’s “highly diversified” investments are historically higher than assumed in the Stanford report, which is based on low earnings that “artificially magnify unfunded liabilities.”

When viewed as an average, the rate increase next July for the 2,043 local CalPERS plans is minimal.

The average employer contribution for miscellaneous plans covering most workers increases from 14.6 percent of pay to 14.9 percent. For the public safety plans covering police and firefighters the increase is from 31.1 percent of pay to 31.2 percent.

Board member George Diehr asked about the “extremes,” 122 plans with a rate increase of more than 5 percent of pay and 41 plans with a rate decrease of more than 5 percent of pay.

Alan Milligan, the CalPERS chief actuary, said the plans where the rate increase is volatile, despite smoothing, tend to be plans with a small number of members. In a small plan, rates can change significantly with the gain or loss of just a few members.

In addition, he said, some of the plans make extra contributions to pay off their “side funds.” When smaller plans with varying assets were placed in a pool to spread risk and avoid rate shock, side funds were created to even out contributions to the pool.

“Incredibly, it seems like the bulk of the significant reductions are probably due to extra payments being made by employers,” Milligan said.

Board member Henry Jones said he agreed with Oliveira’s praise for the three-year smoothing. He also asked about another part of the smoothing plan that allowed the losses to go well beyond the usual “corridor” limiting the spreading of gains and losses.

Milligan said he expected that the rate increase for the last year of the three-year smoothing, beginning in July 2013, “will not be very difficult for employers at all.” But he said the “remaining unrecognized loss within the original corridor” must still be covered.

He said annual actuarial reports to the local plans will try to show the rates they can expect for the next four years, including examples of what might happen if investment earnings fall short of the 7.75 percent forecast.

“We are trying hard to give employers the information they need so they can manage their budgets,” Milligan said.

*Reporter Ed Mendel covered the Capitol in Sacramento for nearly three decades, most recently for the San Diego Union-Tribune. More stories are at <http://calpensions.com/> Posted 14 Dec 11*