



LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, April 9, 2012
Downtown Branch Meeting Room
224 Church Street, Santa Cruz CA

6:00 Closed Session-

Personnel - Process for evaluation of Library Director
(Government Code §54957)

6:30 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA OF APRIL 9, 2012
3. ORAL COMMUNICATIONS
4. MEMBER REPORTS
5. CONSENT AGENDA
 - A. Approve minutes of March 5, 2012 (PG. 3-7)
 - B. Final approval to amend by-laws to eliminate Article IX Sec 2; Normal Order of Business (PG.8-9)
 - C. Internet Use Policy (PG.10-15)
 - D. Resolution accepting final distribution from the Whalen Trust (PG.16-17)
 - E. Resolution to appropriate Whalen Trust monies for Felton (PG.18-19)
 - F. Resolution to appropriate Dorothy Hale trust monies for Scotts Valley (PG.20)
 - G. Resolution to accept LSTA funds for Digitization Project (PG.21)
 - H. Resolution to accept LSTA funds for Let's Play Project (PG.22)

- I. Resolution to reallocate existing FTE for Account Clerk II position (PG.23-24)

6. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

7. STAFF REPORTS

- A. Monthly Narrative Reports March 2012 (PG. 25-31)
- B. Statistical Reports (PG. 32-35)
- C. Financial Report: February Financials and Calpers Letters (PG. 36-52)
- D. Follow up to March Board Requests (PG. 53-78)

8. WRITTEN COMMUNICATIONS

- A. Articles about Santa Cruz and California Libraries (PG. 79-83)
- B. Patron Written Comments (PG. 84-88)
- C. Articles on Libraries Nation Wide (PG. 89-91)

9. NEXT MEETING

The next regularly scheduled meeting is Monday, May 7, 2012 at 6:30 p.m. at the Downtown Branch Library

10. ADJOURN

The Library Joint Powers Authority Board will adjourn from the regularly scheduled meeting of Monday, April 9 to the next regularly scheduled public meeting on Monday, May 7, 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.

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

Aptos Branch Community Meeting Room
7695 Soquel Drive, Aptos CA

March 5, 2012

6:30 PM PUBLIC MEETING

I. ROLL CALL

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

Staff: Teresa Landers, Director of Libraries

II. APPROVAL OF MEETING AGENDA OF MARCH 5, 2012

Supervisor Stone moved, seconded by Councilmember Terrazas

That the Board approve the Agenda of March 5, 2012

UNAN

III. ORAL COMMUNICATIONS

None

IV. MEMBER REPORTS

None

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V. CONSENT AGENDA

A. APPROVE MINUTES OF FEBRUARY 6, 2012

Councilmember Beiers moved, seconded by Councilmember Terrazas

That the Board approve the Minutes of February 6, 2012.

UNAN

B. AMEND LIBRARY CONFLICT OF INTEREST CODE

Councilmember Beiers moved, seconded by Councilmember Terrazas

That the LJPB amend the Library Conflict of Interest Code to delete and add library staff positions in accordance to the new library organization that went into effect January 1st.

UNAN

C. FOOD FOR FINES

Councilmember Beiers moved, seconded by Councilmember Terrazas

That the Board approve the Food for Fines initiative for National Library Week, April 8-14, 2012.

UNAN

D. RESOLUTION AFFIRMING SEPTEMBER MOTION TO APPROPRIATE EMERGENCY FUNDS

Councilmember Beiers moved, seconded by Councilmember Terrazas

That the Board approve Resolution 2012-004, to amend the FY 2011-2012 Budget to increase expenditures in the following areas:

\$675 Fire Approved Exit Doors & Concrete Pad for Aptos Meeting Room

\$32,000 Mold Removal & Replacement of Infrastructure at Aptos

\$22,000 Legally Required Emission Control Modifications to the Bookmobile

UNAN

E. BENEFACTOR RECOGNITION POLICY

Councilmember Beiers moved, seconded by Councilmember Terrazas

**That the Board approve Benefactor Recognition Policy with no revisions.
UNAN**

VI. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

- A. Friends of the Santa Cruz Public Libraries (oral)
- Carol McPherson presented a new brochure about the Friends.
 - The Library recently received three donations and the Friends are working on how to solicit future large monetary donations through Planned Giving.
 - Pete Cullen announced that the Friends will be present at the upcoming Chamber of Commerce event at the Coconut Grove.

VII. STAFF REPORTS

- A. Monthly Narrative Reports- February 2012.
B. Monthly Statistical Report.
C. Financial Report.
D. LEASE TEMPLATE

Councilmember Terrazas moved, seconded by Supervisor Pirie

That the Board agree to table the Lease Template discussion for a future date.

UNAN

E. PRELIMINARY FY 12/13 BUDGET

Supervisor Pirie moved, seconded by Councilmember Terrazas

**That the Board approve eliminating the \$2.50 charge for not picking up holds;
effective immediately.**

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Supervisor Pirie moved, seconded by Citizen English

1. that the Board postpone a decision tonight;
2. that the Director come back with a detailed report on the volunteer situation;
3. that the Director come back with a detailed analysis of the proposed changes that are resulting in much more negative financial projections than during the adoption of the service model.

Amendment: Direct staff to take into consideration the information/chart presented by Citizen Gerdt.

**AYES: PIRIE, GERDT, ENGLISH, BEIERS, POITINGER, REED, STONE, STOREY
NAYE: TERRAZAS**

Councilmember Terrazas moved, seconded by Councilmember Beiers

That the Board look at the proposed service adjustments to identify the service problems and the impact on the current hours of operation.

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F. SCOPE FOR FACILITIES IMPROVEMENT PLAN

Councilmember Terrazas moved, seconded by Citizen Poitinger

That the Board authorize library staff to issue an RFP for a Facilities Improvement Study.

**AYES: PIRIE, GERDT, ENGLISH, BEIERS, POITINGER, REED, TERRAZAS, STONE
NAYE: STOREY**

VIII. OTHER BUSINESS

- A. FIRST NOTICE TO AMEND BY-LAWS TO ELIMINATE ARTICLE IX SEC 2: NORMAL ORDER OF BUSINESS.

Supervisor Stone moved, seconded by Supervisor Pirie

That the Board agree to place the by-laws amendment on the next agenda for formal approval.

UNAN

B. CHANGE DATE OF NEXT MEETING TO APRIL 9 DUE TO SPRING BREAK.

Supervisor Pirie moved, seconded by Councilmember Terrazas

That the Board approve to change the date of the next LJPB meeting to April 9, 2012.

UNAN

IX. WRITTEN COMMUNICATIONS

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

X. NEXT MEETING

The next regularly scheduled meeting is on Monday, April 9, 2012 at 6:30 pm at the Downtown Branch Library.

XI. ADJOURN

The regular meeting adjourned at 8:20 p.m.

Respectfully submitted,

Helga Smith, Clerk of the Board

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

DATE: March 6, 2012
TO: Library Joint Powers Board
FROM: Sam Storey, Chair LJPB
RE: Bylaws change

RECOMMENDATION: The LJPB approve the amendment to the by-laws; eliminating Article IX Section 2 and renumbering successive sections accordingly.

SUMMARY

For some time, board members have been concerned about the order of agenda items. This by-laws amendment would allow for greater flexibility while retaining the elements needed to be in compliance with the Brown Act and other legal necessities.

BACKGROUND

The LJPB by-laws are very specific about the order of business. The order of the agenda can be changed meeting by meeting. Discussions with the City Attorney affirm that the section of the by-laws that dictates the normal order of business is not a legal necessity.

DISCUSSION

The recommendation is to strike Article IX Section 2 and re-order the other sections accordingly. The other sections are legally necessary and would remain.

Striking this section would afford the Board greater flexibility in ordering the agenda according to current needs.

The recommended changes are attached.

ARTICLE IX

CONDUCT OF MEETINGS

1. At the time and place established for a meeting, and with a quorum present, the Chair shall call the meeting to order

~~2. The normal order of business shall be as follows:~~

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- ~~a. Roll call;~~
- ~~b. Approval of minutes of previous meetings;~~
- ~~c. Oral Communications—The Board shall hear brief oral communications related to the library on items not listed on the agenda;~~
- ~~d. Written communications;~~
- ~~e. Reports of Advisory Bodies~~
- ~~f. Member Reports~~
- ~~g. Staff Reports~~
- ~~h. Committee Reports~~
- ~~i. Other Business~~
- ~~j. Adjournment~~

~~3. 2.~~ The order of business may be revised by the Chair with the concurrence of the Board.

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~~4. 3.~~ The public shall have an opportunity to speak on any agenda item. Therefore, at the beginning of the "Other Business" section of the agenda, the Chair will announce that persons in the audience will have an opportunity to speak on any item in that section. At the beginning of each item, the Chair will ask the audience if there is a desire to speak on that item. The Chair, with the concurrence of the Board, may set parameters for the nature and length of any comments.

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~~5. 4.~~ Action may be taken on items not appearing on the posted agenda in compliance with provisions of the Ralph M. Brown Act.

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~~6. 5.~~ Rules of procedure not governed by these bylaws may be adopted and amended by motion of the Board.

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STAFF REPORT

DATE: March 23, 2012
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries ^{TL}
RE: Internet Use Policy

RECOMMENDATION: Approve Internet Use Policy

This is the next in our series of policy updates. This policy is actually a consolidation of three separate policies:

- Internet Use by Out of Towners (last updated April 23, 2007)
- Internet Viewing Rule (last updated April 8, 2008)
- Access by Minors to the Internet (last updated January 2000)

The only significant change is removing the \$1.00 charge for visitors to use the computers for one hour per day. It is replaced with a \$3.00 fee that allows any user to purchase additional access to library Internet computers.

The reason for this recommended change is multi-dimensional:

- The fee was instituted because of the high use of the public Internet computers by non-residents. With ubiquitous wireless in all our branches and widespread use of mobile technology, the demand for access to the Internet using library equipment is much less intense. It was never considered a revenue source.
- Internet access at a public library is now basic service; not something special as it was even 5 years ago when this policy was first adopted.
- In our community, the Library is supported not just by property taxes but by sales tax. Visitors do pay sales tax. In addition, by providing a positive customer experience, they will remember Santa Cruz as a good place to visit, come back, and spend more money which in turn further supports the Library.
- We often get asked for more than one hour on the computers. The one hour rule has been useful in making this resource more available to more people. There are times, however, when computers may be available yet we do not want them tied up all day. By charging \$3 per hour for additional time, we maintain a certain control over monopolization of the equipment.

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Policy Title: Internet Access Policy

Policy Statement:

The Santa Cruz Public Library is committed to providing free and equitable access to information in all its forms, including electronic, as the digital world continues to evolve. The Library does not distinguish or discriminate on the basis of age. It maintains collections and provides services that are organized to meet the different needs of children, teens, and adults. The library's strategic plan expressly ensures access to innovative tools and technologies necessary to find, evaluate and use information and resources.

The library will provide WiFi internet access at all branches and one hour per day use of library internet computers free of charge to all users. County residents and visitors who are eligible are encouraged to obtain a library card in order to receive their one hour per day use of library equipment. Visitors who are able to present verification of their visiting status will receive a guest pass for one free hour per day. Any user may purchase additional access to library internet computers at the rate of \$3.00 per hour.

While SCPL upholds the principles of the First Amendment, some activities are more suitable for private viewing and/or are illegal. Library equipment and networks may not be used to access pornography, material that is obscene or is harmful to minors, or any other illegal activity, such as hacking. Library users who do so will be required to stop immediately. Repeated offenses will result in permanent denial of access to the Internet at the library.

As current software technologies intended to block inappropriate websites and images are not effective and often over-block legitimate research sites and material, SCPL does not utilize internet filtering software. The Library does not act *in loco parentis*, and respects the responsibility of all parents and legal guardians to guide their own children's use of the library, its resources, and services.

This policy will be renewed every three years

Adopted: consolidation of three different yet related policies from 1998, 2003 and 2007

Updated: 3/8/12

PREVIOUS POLICY

INTERNET USE BY OUT-OF-TOWNERS

The Library System currently charges people from out of town who do not have a Santa Cruz Library Card \$3.00 per hour (or \$1.00 per 20 minutes) to use the Library's Internet terminals. We will issue a Library Card to any resident of California, provided they have suitable photo identification. But the vast majority of out-of-towner use is by visitors who don't want cards, and who wish to read their e-mail.

A member of the Central Reference staff has requested that the Library eliminate the charge for the following reasons:

- The Reference Staff receives daily complaints from visitors who state that they are not charged for Internet use at other libraries.
- A poll of nine other California public libraries verified this statement.
- Universal free access is a basic tenet of public library service; Santa Cruz should adopt the mainstream practice.

We adopted the fee policy for the following reasons:

- Demand for Internet terminal use was very high and we sought a way to provide better access to our own users by charging out-of-towners so as to reduce their use.
- We were looking for revenue-raising devices. We initially set the fee at \$5.00, but a year ago (at staff behest) reduced it to \$1.00 for 20 minutes up to an hour. Given that the effect of the fee has been to reduce visitor use, it is not surprising that it has generated only \$6,500 so far this year.
- Local residents without borrower cards brought in their passports and used them to gain free visitor access. This enabled them to "play" the Library by using the Internet at one branch for an hour and then going to another branch to get free visitor access for a second hour.
- We justified the fee by agreeing that out-of-towners were not supporting our Library System (although they might pay sales tax) and should help pay for the services they use. Anyway, providing email access is not a prime service mission of the Library System.

The effect of establishing the visitor fee was to greatly reduce the number of uses by "out of towners": daily requests at Central fell from fifty per day during the

summer to one or two. At Branciforte requests fell from twenty-five to one or two per week.

The Management staff has discussed the staff request thoroughly, and agrees that the Library System should retain the charge for the following reasons:

- Demand for Internet terminal use is still high, and the charge on visitors is effective in reducing it.
- The availability of places where out-of-towners can view email has risen substantially and there is no particular need for the public library resource.
- The Management staff is not persuaded that local people will be any less likely to "play" the library for more than their fair use than they were when the fee was first imposed.

The Management staff agrees, however, that this fee should be reconsidered on an annual basis, since it may well be that the pervasive availability of wireless technology will make library use less and less common.

What to say to visitors who claim they are not charged at other libraries:

"Really. Well, you see, we are a beach town, with many more visitors per year than most places. By charging we cut the number of out-of-town users, which gives better service to the people of Santa Cruz County."

PREVIOUS POLICY

THE LIBRARY'S INTERNET VIEWING RULE

While protected by the First Amendment to the U.S. Constitution, sexually graphic Internet sites are best suited for private viewing. The Library is a public space. Therefore, viewing sexually graphic Internet sites in the Library is inappropriate. Library users who do so will be asked to stop immediately.

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PREVIOUS POLICY

SANTA CRUZ CITY COUNTY LIBRARY SYSTEM POLICY REGARDING ACCESS BY MINORS TO THE INTERNET

The Library's mission is to provide materials and services that help community residents meet their personal, educational, cultural, and professional information needs.

In providing these materials and services, the Library does not distinguish or discriminate on the basis of the age of the community resident. It maintains collections and provides services that are organized to meet the different needs of children and adults, but it does not deny access to materials in any collection, or to any library service, on the basis of age. The Library does not act *in loco parentis*; it does not take the place of parents in deciding what their children may read or view.

At its meeting on November 8, 1999 the Library Joint Powers Authority Board unanimously affirmed this policy (which was adopted by the Library Oversight Committee in February 1992), and declared that it applies to the use of the Internet by minors.

The Library System also imposes **rules** regarding use of the Internet, just as it does other materials and services. The rules for the Internet include the following:

Library equipment may not be used to access pornography, material that is obscene or is harmful to minors, or other illegal activity, such as hacking. Library users who do so will be required to stop immediately. Repeated offenses will result in permanent denial of access to the Internet at the library.

Posted in compliance with the State
Education Code, Section 18030.5
January 1, 2000

PMATUSE.EDCODE

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MAR 15 2012

Richard G. Polse, Trustee
Kenneth H., Whalen & Shirley M. Whalen Family Trust
PO Box 1728
Capitola, CA 95010
(831) 475-2070

March 12, 2012

Re: Kenneth H. & Shirley M. Whalen Family Trust

At the time of distribution of this trust in July, 2009, a reserve account was maintained for unknown claims and liabilities. No claims or liabilities have been presented. Therefore, the balance of the reserve account (\$13,739.07) is herewith distributed in accordance with the trust provisions as follows:

1. 60% thereof (\$8,243.45) to the Regents, University of California for the Engineering Department at the Berkeley Camus;
2. 20% thereof (\$2,747.81) to Felton Fire Protection District for the purchase of capital assets and/or the renovation of presently-owned assets; and
3. 20% thereof (\$2,747.81) to Felton Branch of the Santa Cruz Public Library for capital improvements and/or new books.

Your check is enclosed herewith. The administration of this trust has now been finalized. Thank you for your cooperation.

Sincerely yours,

Richard G. Polse

KENNETH H. WHALEN & SHIRLEY M. WHALEN
MR. RICHARD GORDON POLSE TRUSTEE
 P.O. BOX 1728
 CAPITOLA, CA 95010-1728

charles SCHWAB
 BANK

1028
 3-12-12 Date
 94-221/1212
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Pay to the Order of **Felton Branch Santa Cruz Public Library**
Twenty-seven hundred forty-seven & 81/100 2,747.81 Dollars

Charles Schwab Bank
 Reno, Nevada

High Yield Investor Checking

Richard G. Polse

For

⑆ 2620 2211 ⑆ 4400 1534 2304 ⑆ 1028

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RESOLUTION # 2012-05

RESOLUTION OF THE
SANTA CRUZ LIBRARY JOINT POWERS AUTHORITY BOARD
ACCEPTING FUNDS AND AMENDING THE FY 2011-2012 BUDGET

WHEREAS, the balance of the reserve account for the Whalen Trust has been finalized;

WHEREAS, the monies have been earmarked for the Felton Branch of the Santa Cruz Public Library for capital improvements and/or new books;

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that it accept the \$2,747.81 from the Whalen Trust signifying the final administrative order of the trust, and that it amend the FY 2011-2012 Budget.

PASSED AND ADOPTED this 9th day of April 2012 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk

STAFF REPORT

DATE: March 23, 2012
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries
RE: Appropriation of Whalen Trust Monies

RECOMMENDATION: The LJPB approve the appropriation of \$20,000 from the Whalen Trust to be used for fees related to the transfer of land from the Verutti Family to the County for a new Felton Library

SUMMARY

The County will share costs related to the transfer of the property designated for a new Felton Library from the Verutti Family to the County. This is an appropriate use of the Whalen Trust funds and there are adequate funds to satisfy the request.

BACKGROUND

The Verutti family has offered to donate a parcel of land for the construction of a new branch library in Felton. They are ready to transfer this property to the County of Santa Cruz.

The Whalen Trust currently has \$145,792 and \$2,747 was just received as the final disbursement. This Trust is for capital improvements and/or new books for the Felton Library.

DISCUSSION

In order to transfer the property there needs to be a lot split and rezoning. Environmental review under the CEQA Act is also required. The County of Santa Cruz is willing to be a co-applicant and share the costs.

The total cost is estimated to be \$30,000-\$40,000. Thus, an appropriation of \$20,000 is being requested from the Whalen Trust which has more than adequate funds to support the request.

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RESOLUTION # 2012-06

**RESOLUTION OF THE
SANTA CRUZ LIBRARY JOINT POWERS AUTHORITY BOARD
TRANSFERRING FUNDS AND AMENDING THE FY 2011-2012 BUDGET**

WHEREAS, the Board approve the transfer of monies from the Whalen Trust;

WHEREAS, the monies will be appropriated from the trust to pay for the costs related to rezoning the future Felton Library property;

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that it authorize the transfer of \$20,000 from the Whalen Trust, and that it amend the FY 2011-2012 Budget.

PASSED AND ADOPTED this 9th day of April 2012 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk



RESOLUTION # 2012-09

**RESOLUTION OF THE
SANTA CRUZ LIBRARY JOINT POWERS AUTHORITY BOARD
TRANSFERRING AND APPROPRIATING FUNDS FROM THE DOROTHY
HALE TRUST FOR THE SCOTTS VALLEY BRANCH**

WHEREAS, the Santa Cruz Library Joint Powers Authority Board wishes to provide the Scotts Valley Library Branch with additional furniture and equipment;

WHEREAS, monies from the Dorothy Hale Trust are available for this purpose;

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that \$20,000 from the Dorothy Hale Trust income be transferred and appropriated to the FY 2011-2012 Budget for the purchase of library materials for this purpose.

PASSED AND ADOPTED this 9th day of April 2012 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk



RESOLUTION # 2012-08

**RESOLUTION OF THE
SANTA CRUZ LIBRARY JOINT POWERS AUTHORITY BOARD
ACCEPTING FUNDS AND AMENDING THE FY 2011-2012 BUDGET**

WHEREAS, the Board accept grant monies received for the LSTA: San Lorenzo Valley History Preservation & Digitization project grant;

WHEREAS, the monies will be used to digitize materials from the Faye Ellis Collection;

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that it accept the grant for \$4,995 and that it amend the FY 2011-2012 Budget.

PASSED AND ADOPTED this 9th day of April 2012 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk



RESOLUTION # 2012-07

**RESOLUTION OF THE
SANTA CRUZ LIBRARY JOINT POWERS AUTHORITY BOARD
ACCEPTING FUNDS AND AMENDING THE FY 2011-2012 BUDGET**

WHEREAS, the Board accept grant monies received for the LSTA: Let's Play Program grant;

WHEREAS, the monies will be spent in accordance with the grant to provide creative, interactive resources to support fathers in regular activities with their children and foster learning within the family;

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that it accept the grant for \$4,800 and that it amend the FY 2011-2012 Budget.

PASSED AND ADOPTED this 9th day of April 2012 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk

STAFF REPORT

DATE: March 23, 2012
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries ^{TW}
RE: Reallocation of the Account Clerk II position

RECOMMENDATION: Approve the reallocation of the Account Clerk II position as described.
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SUMMARY

Whenever a position becomes vacant it is important to review and determine if the needs of the Library are being met. In reviewing the vacant Account Clerk II position, we have determined that expenditure neutral changes can be accomplished that will better serve our needs.

BACKGROUND

In late January 2012, the full time Account Clerk II unexpectedly resigned. We made some interim assignments to keep the Accounting Division running as smoothly as possible.

We have spent a great deal of time analyzing what tasks the Account Clerk II actually performed and how other City departments handle similar functions.

DISCUSSION

As a result of the analysis we determined that the Account Clerk II was not performing the higher level of duties described in this job description. We have found that the Account Clerk I level is adequate for our accounting needs.

We currently have a part time Account Clerk I. We propose increasing his hours by 10 hours per week to .75 fte and replacing the vacant Account Clerk II position with a .5 fte Account Clerk I. We would also increase the time assigned to our part time (24 hpw and 30 hpw) Administrative Assistants by a total of approximately 12 hours per week.

There is no budget impact.

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RESOLUTION # 2012-10

RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS
AUTHORITY BOARD TRANSFERRING AND APPROPRIATING FUNDS
FOR THE FY 2010-2011 BUDGET

WHEREAS, the personnel changes in Accounting and Administration will help address the workflow needs in System Services for the library;

WHEREAS, these personnel changes are expenditure neutral;

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that the Library Joint Powers Authority Board make the following changes in personnel:

Increase Hours for

- 101-005 Account Clerk I from .5 FTE to .75 FTE
- 106-008 Administrative Assistant II from .6 FTE to .75 FTE
- 106-009 Administrative Assistant II from .75 FTE to .90 FTE

Eliminate

- 102-009 Account Clerk II 1.0 FTE

PASSED AND ADOPTED this 9th day of April 2012 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk

MONTHLY REPORT FOR MARCH 2012

1. READING, LISTENING AND VIEWING FOR PLEASURE

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

Read-To-Me Kits: A new range of interactive science topics are being put together that include How to... books and manipulatives. They attracted interest from parents at a recent Family Science Day that Brenda attended.

Read to Me staff received a cart full of books ordered by Heather Norquist for 5 new Tender Topics themes: Disability Awareness, Moving, Death and Grieving, New Sibling, and Diverse Family Styles. There will be 2-3 kits new kits on each theme. We will be putting the kits together, cataloging them and getting them out to the public in the next few months.

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

The Library Aides at La Selva Beach created informative and eye-catching displays for the month of March. Using Chase's Calendar of Events for inspiration, Sandra Zamora chose the theme of National Literacy Month to display juvenile alphabet and early reader's books. Lucia Corrales decided on Women's History Month to create an empowering display for adults.

Branciforte had a Women's History Month display in both the children's and the adult areas of the library. The PIC had a poster contest with pictures of famous women. With the month almost over, nobody correctly identified every woman on the poster. A former employee of the library who is very well read came closest as did a current on-call who is one of the laid-off clerks. They only missed two.

Boulder Creek's Young Volunteer Intern, Frida, created displays of a tree and a flower in the Children's Room to which she adds spring themed die-cuts decorated by children who visit BC. It has proven so popular that she is creating another.

The Aptos Branch created a display for International Women's History Month for both the Adult and Children's area. The books have been flying off the shelves, especially on the adult side. The artwork for the displays was created by our Library Aide, Julia Begin and Library Assistant II Galina Wells.

The Aptos Branch Chess Club continued to meet weekly on Tuesdays. Instructor Dan McKenzie is on hand and always keeps the group of 10 kids engaged in the learning process. The children will get to showcase their skills in an upcoming chess tournament to be held in May.

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Garfield Park had a book display honoring Women's History month. We also had train books on display in the children's area that were checked out almost as soon as they were placed on the shelf.

The Scotts Valley branch celebrated Women's History month with a book display during the month of March. There was also a display of healthy cook books to coincide with a "Eat Yourself Healthy" program held at the branch on March 8.

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

Twelve new adult book discussion kits have been added to the collection this month.

2. LIFELONG LEARNING

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

The public is trying to learn about e-books. Staff at Branciforte find themselves taking a lot of time showing people how to access them and describing how e-books work. The Library will be offering a class in April.

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.

Brenda ran a stall called "How to make a lot of noise with almost anything!" at the Loma Prieta School Family Science Day. At least 90 children made instruments from cardboard tubes, disposable gloves, rubber bands and pop sticks. The display of Read-To-Me Kits, especially the new interactive science range, attracted interest from parents. Some asked whether the Bookmobile would consider returning, as the closest SCPL branches are half an hour's drive away. We could consider doing a survey of interest through the school.

Paula T. reported that over 30 adults attended local nutritionist, Sandi Rechenmacher's, "Eat Yourself Healthy" lectures at the Downtown and Scotts Valley branches. Local author and fitness trainer, Rebecca Rovay-Hazelton presented a health lecture at the downtown branch "Eating For Optimal Energy" which was well received.

The day and time of the Felton branch's storytime is under consideration. In order to receive public input, the Felton staff asked patrons interested in storytimes to complete a survey. One of the branch's patrons, who is connected to many daycare groups in the valley, has passed the survey out to many people she knows in order to get as much feedback as possible. The final result is Thursday morning at 10:15. This will start in

April. The Garfield Park branch also conducted a survey regarding days and times for a story time and the winning time is Wednesdays at 10:15.

The Aptos Branch hosted two writer's workshops this month. The Community Poetry Circle led by Magdalena Montagne was held on March 10th. The monthly Writing Group led by Jean Wolff was held on March 21st.

The Community Poetry Circle met at Scotts Valley with an attendance of eight.

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.

At the Branciforte branch the LAs enjoy showing patrons how to navigate our excellent on-line data bases. Now that Encyclopedia Britannica will no longer be publishing in book format, it is even more important to be able to steer the public to these resources.

Both the adult, YA and J playaways continue to be very popular at the Aptos and Garfield Park branches. Patrons are surprised and happy to see and check out the newest format for audiobooks and can't seem to find enough of them.

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 did a Booktalk program at Dominican Oaks on Thursday, March 22.

In addition to processing library card applications for 6 class visits, we processed 339 applications for Aptos High School students. Jeanne visited the Aptos High School Library and reviewed the SCPL website and databases with the library tech, Cheryl Nichols. Cheryl had facilitated getting completed library card applications and is teaching classes about our databases and the benefits of having an SCPL library card and PIN.

Library Card Extravaganzas were held at Harbor High School and Mission Hill Middle School. Program staff went out to each school for two days and registered and updated cards for 9th graders and new students at Harbor and for 6th graders at Mission Hill.

Janis O'Driscoll and Kari Gunn attended training for jail volunteers. They join the group of library staff that can visit the jail once a month. This ongoing service is much appreciated by both the jail staff and the jail residents. It is an opportunity for them to talk about books and choose books that they can read and share. Thank you to the FRIENDS for allowing us to choose paperback books from the donations to take to the jail.

000027

Cathy Landis and Gale Farthing met with 4 members of the Friends of the Boulder Creek Library in March. We talked about how to jump-start the Friends, add new members, plan events (Shakespeare to Go, Pumpkin Carving, 4th of July Parade, Book Sale, etc.) and other ideas.

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

The La Selva Beach Branch hosts two adult book discussion groups every month. One of the books read and discussed in March was Penelope Lively's How it All Began. The Memoir Writing Group, led by Gail Burk, finished up this round of meetings, but the enthusiastic members are hoping to start up again in the Fall. March 10th was a craft day led by two of our volunteers. 20 folks of all ages came to make rainbows, wreaths, snakes, and other decorations to hang.

Scotts Valley has received a few of the books for the Special Needs Resource Center (SNRC) that is funded by a grant to the Friends of the Scotts Valley Library. This grant also paid for paper for the very popular tables in the Children's area and a sign for the new collection.

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

A parent from the Orchard School came by to put up a second display of student artwork at the Branciforte branch. A Gault parent wanted to know how they too could add student displays. We are very excited at the prospect of more art.

April Z., a talented local artist and former staff member, displayed her glass artwork at the Felton branch this month. Her pieces—all of which include intricate patterns—include glass plates fused with metal, glass shaped like flowers, and glass candle screens. Her art is beautiful, prompting people to stop and admire it when they first enter the branch.

The Aptos Library had a great surprise last week when a gentleman by the name of Donald Richards came to the reference desk and wrote us a check for \$1,000! We were very surprised and very pleased to receive this level of support from our patrons. He said that the donation was to acknowledge our hard work and importance to the community and he understands the tough financial times that public agencies have had to endure these past few years.

Patrons at the Garfield Park branch are always very happy to have a place to go to work on their projects, do research, or find some great reads. It has also helped a few patrons find employment, which they were eager to share with staff.

D. Volunteers will be used effectively.

Branciforte continues to have excellent volunteers. We have a new volunteer, Joan who is wonderful.

Bobbi interviewed two new BookBuddy volunteers and found them to be excellent candidates. She has homebound BBs waiting for them.

The Tales to Tails program is doing well especially with our two new volunteers at Capitola. Jen and Janet have jumped right in and handle everything from signing up the children to keeping watch in the children's area so that the dogs and children are not disturbed. They've also had to handle cancellations and drop-in participants.

One of the Felton branch's longtime volunteers has been trained on how to book Tales to Tails appointments. As a result, the branch staff is now able to focus on other tasks on Saturday mornings.

Two Young Volunteers have come regularly to help prepare materials for preschool storytime crafts. They also made a new set of 26 craft mats which we use to protect library furniture during the craft time. The children at storytimes really like the colorful new mats.

BC's first Community Service Day for teen volunteers needing community service hours for their schools was on March 17. A lot of tasks were completed for our branch.

The Aptos Branch continues to benefit from the support of our hardworking and committed volunteers. We have a total of 5 volunteers who work 6 days a week in the morning in order to complete the pull list. We also have 3 more adult volunteers who come in the afternoons for a total of 8 hours a week. Their primary duty has been to help with the shelving of materials. We also have 4 young volunteers helping out with shelving and cleaning the books and shelves.

Garfield Park's adult volunteer is a retired librarian who has helped immensely in the behind the scenes work that needs to be done. She has been recruited by another librarian to assist in an indexing project where her expertise will be of very much value. Her hard work and good attitude are very much appreciated.

In Scotts Valley, the volunteers have been very helpful. We have attracted quite a few who are willing to do whatever is necessary as well as shelving. One problem is relying on their attendance and then not having them show up. During the week of March 19-23, six of our scheduled volunteers did not show up as scheduled. But when they are here to help us, we are very thankful. There doesn't seem to be a way to check their work, we have to rely on Laura's training in shelving and the Dewey system. Many of our shelves are out of order, especially in the kid's section.

4. WELCOMING PLACE

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

BC's smoke alarms were (loudly) tested and found to be working properly. There was a gas leak under the road in front of the Boulder Creek library. PG&E had to shut off gas to the branch to determine the source of the leak. Staff learned a lot about pilot lights and the gas furnace at BC!

On one rainy Wednesday, there were 138 people in the Scotts Valley branch all at the same time. The study rooms are very popular with students and adults for quiet conversations, study groups and meeting. We continue to monitor the use of the YA area by students of the SVMiddle School. The students are very loud and on at least four occasions during the month, students have been asked to leave the Library for the day because of disruptive behavior.

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

Liquid Space is now handling our meeting room reservations. This is a web based national system for reserving meeting room and work spaces in private and public places.

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

While the staff at Branciforte is too small (not in stature), we do a very good job helping the public get the information and help they need in a timely manner. We all pitch in when there are patrons to help and with other work as well.

5. FINANCIAL SUSTAINABILITY

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

Preliminary figures show that the structural savings have been achieved and there may be room to remedy areas where cuts may have gone too deep as well as restore some hours or services.

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.

Several of the anticipated efficiencies to be achieved via technology are not yet implemented. Staff is looking at all they do and figuring how to do it in new ways. Regardless there are still some rough spots that need to be addressed.

6. ORGANIZATIONAL READINESS

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

The staffing levels created by the new service model has resulted in very busy staff with little time off desk to pursue training opportunities, catch up on email or investigate new policies and procedures.

Lynette George is attending the staff development modules offered by the City of Santa Cruz. The first module is "Effective Communication for Facilitating Meetings".

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

Teresa began her duties as co-chair of the California Library Association annual conference in November. She will also continue as Chair of the Pacific Library Partnership for another year. She is also going on the Chamber of Commerce sponsored visit to San Luis Obispo in late May and to San Luis Obispo for Earthquake Preparedness Training the first week of May.

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

Jeanne O'Grady attended at half day workshop in Hollister on Generational Diversity and Succession Planning

Lynette George from the Aptos Library will attend the "Choose Civility" webinar on March 28th.

Ten staff from all levels attended a workshop in San Jose, Lead the Change which focused on how individual staff can be leaders

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

Customer service will be the focus of staff day on April 27

LIBRARY JOINT POWERS AUTHORITY COMBINED BALANCE SHEET JPA FUND AND ACCOUNT GROUPS FEBRUARY 2012		
	JPA	Total
Assets		
Pooled cash	2,379,377	
Pooled cash interest receivable	2,428	
Other interest receivable	-	
Taxes receivable - current	-	
Accounts receivable	-	
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	
Total Assets	3,839,856	
Liabilities		
Accounts payable	121,446	
Sales tax payable	427	
Deferred grant revenue - unearned	3,098	
Unclaimed funds	596	
Payable to the County - noncurrent	80,586	
Other intergovernmental payable-noncurrent	307,170	
Total Liabilities	513,323	
Equities		
Unreserved, undesignated fund balance	1,769,261	
Committed - cash flow/unexpected expenditures	495,929	
Investment in capital assets - Library	1,449,099	
Reserved for long-term debt	(387,756)	
Total Equities	3,326,533	
Total Liabilities and Equities	3,839,856	

000033

LIBRARY JOINT POWERS AUTHORITY									
COMBINED BALANCE SHEET									
SPECIAL FUNDS									
FEBRUARY 2012									
Fund #	955	956	957	960	961	Spec Funds			
Fund Description	Contingency	Technology	Projects	Felton	Vehicle Replacement	Total			
Assets									
Pooled cash	-	4,775	-	1,135	73,668	79,578			
Pooled cash interest receivable	-	10	-	2	-	12			
Internal investment and loan receivable	-	43	-	10	-	53			
Total Assets	-	4,828	-	1,147	73,668	79,643			
Equities									
Unreserved, undesignated fund balance	-	4,828	-	1,147	73,668	79,643			
Total Equities	-	4,828	-	1,147	73,668	79,643			

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LIBRARY JOINT POWERS AUTHORITY										
COMBINED BALANCE SHEET										
TRUST FUNDS										
FEBRUARY 2012										
Fund #	Fund Description	931 McCaskill Loc His	932 McCaskill Vis Imp	933 Finkeldey	934 Whalen	935 Leet-Corday	935 Morley	935 Hale	Trust Funds Total	
Assets										
	Pooled cash	254,909	235,700	9,325	144,232	89,186	12,296	70,106	815,754	
	Pooled cash interest receivable	535	495	20	303	187	9	21	1,570	
	Internal investment and loan receivable	2,317	2,191	85	1,257	737	-	-	6,587	
	Total Assets	257,761	238,386	9,430	145,792	90,110	12,305	70,127	823,911	
Equities										
	Net assets held in trust-library prog	257,761	238,386	9,430	145,792	90,110	12,305	70,127	823,911	
	Total Equities	257,761	238,386	9,430	145,792	90,110	12,305	70,127	823,911	

000035

Revenue Status Report
 Library JPA
 CITY OF SANTA CRUZ
 2/1/2012 through 2/29/2012

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 03/21/2012 6:11PM
 Periods: 8 through 8

67%

951 Library Joint Powers Authority

Account Number	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prct Rcvd
951-41000 TAXES					
951-00-00-0000-41211 Sales and use tax	5,501,530.00	561,387.06	4,085,962.78	1,415,567.22	74.27
Total TAXES	5,501,530.00	561,387.06	4,085,962.78	1,415,567.22	74.27
951-43000 INTERGOVERNMENTAL					
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	0.00	14,671.00	-14,671.00	0.00
951-36-00-0000-43311 Maintenance of effort contributions	5,146,100.00	428,530.10	3,425,803.00	1,720,297.00	66.57
951-36-55-3531-43210 State operating grants and contributions	2,500.00	0.00	1,550.98	949.02	62.04
951-36-55-3560-43190 Federal grants - other	12,956.00	0.00	3,956.00	9,000.00	30.53
Total INTERGOVERNMENTAL	5,161,556.00	428,530.10	3,450,980.98	1,710,575.02	66.86
951-44000 CHARGES FOR SERVICES					
951-36-00-0000-44613 Internet use fee	4,100.00	333.15	3,058.76	1,041.24	74.60
951-36-00-0000-44630 Room rentals-library JPA	2,500.00	150.00	1,685.00	815.00	67.40
951-36-00-0000-44901 Photocopy fee	7,000.00	578.47	4,778.90	2,221.10	68.27
Total CHARGES FOR SERVICES	13,600.00	1,061.62	9,522.66	4,077.34	70.02
951-45000 FINES AND FORFEITS					
951-36-00-0000-45131 Library fines	200,000.00	11,684.20	114,303.18	85,696.82	57.15
951-36-00-0000-45132 Lost library items	25,000.00	1,069.40	9,406.15	15,593.85	37.62
Total FINES AND FORFEITS	225,000.00	12,753.60	123,709.33	101,290.67	54.98

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Revenue Status Report
 Library JPA
 CITY OF SANTA CRUZ
 2/1/2012 through 2/29/2012

951 Library Joint Powers Authority

Account Number	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prct Rcvd
951-46000 MISCELLANEOUS REVENUES					
951-00-00-0000-46110 Pooled cash and investment interest	0.00	289.88	6,308.92	-6,308.92	0.00
951-00-00-0000-46190 Interest earnings - other	4,096.00	420.00	2,102.65	1,993.35	51.33
951-00-00-0000-46620 Internal investment & loan int receipts	0.00	0.00	50.04	-50.04	0.00
951-00-00-0000-46910 Miscellaneous operating revenue	8,500.00	0.00	4,573.64	3,926.36	53.81
951-00-00-0000-46990 Miscellaneous non-operating revenue	0.00	0.00	22,303.44	-22,303.44	0.00
951-36-00-0000-46303 Donations - library	12,000.00	0.00	16,214.72	-4,214.72	135.12
951-36-00-0000-46309 Donations - library - Friends of the Lib	100,000.00	20.45	25,525.00	74,475.00	25.53
951-36-00-0000-46916 Cash over/short	0.00	16.72	175.48	-175.48	0.00
Total MISCELLANEOUS REVENUES	124,596.00	747.05	77,253.89	47,342.11	62.00
951-49000 OTHER FINANCING SOURCES					
951-00-00-0000-49122 From Library Private Trust Fund	15,190.00	0.00	15,190.00	0.00	100.00
951-00-00-0000-49191 Intra-entity fund transfer in	9,959.00	0.00	10,036.41	-77.41	100.78
Total OTHER FINANCING SOURCES	25,149.00	0.00	25,226.41	-77.41	100.31
Grand Total	11,051,431.00	1,004,479.43	7,772,656.05	3,278,774.95	70.33

Expenditure Status Report
 Library JPA
 CITY OF SANTA CRUZ
 2/1/2012 through 2/29/2012

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 Periods: 8 through 8

951 Library Joint Powers Authority

67%

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-52000		SERVICES				
951-36-50-3510-52135	7,644.00	Financial services - outside	0.00	7,748.52	-236.00	103.09
951-36-50-3510-52199	110,000.00	Other professional & technical services	0.00	10,000.00	100,000.00	9.09
951-36-50-3510-52240	4,020.00	Office equipment operation/maint	765.99	2,012.08	2,007.92	50.05
951-36-50-3510-52248	16,000.00	Software maintenance services	0.00	10,100.00	5,900.00	63.13
951-36-50-3510-52302	4,000.00	Travel and meetings	0.00	514.91	3,485.09	12.87
951-36-50-3510-52402	42,600.00	Telecommunications service - internal	3,550.00	28,400.00	14,200.00	66.67
951-36-50-3510-52403	3,300.00	Telecommunications service - outside	155.63	718.16	2,581.84	21.76
951-36-50-3510-52933	14,774.00	Liability insurance/surety bonds-outside	0.00	10,440.00	4,334.00	70.66
951-36-50-3510-52961	17,250.00	Dues and memberships	0.00	13,551.00	3,699.00	78.56
951-36-50-3510-52971	100.00	Printing and binding-internal	2.36	41.61	58.39	41.61
951-36-50-3510-52972	3,900.00	Printing and binding-outside	2,837.28	4,903.37	-1,003.37	125.73
951-36-50-3540-52135	550,000.00	Financial services - outside	36,676.49	353,214.92	196,785.08	64.22
951-36-51-3520-52131	10,000.00	Claims management services - outside	857.32	4,000.94	-1,523.67	115.24
951-36-51-3520-52244	1,680.00	Other equipment operation/maintenance	0.00	0.00	1,680.00	0.00
951-36-51-3520-52248	46,320.00	Software maintenance services	1,389.48	30,623.76	15,696.24	66.11
951-36-51-3520-52302	100.00	Travel and meetings	0.00	17.00	83.00	17.00
951-36-51-3520-52972	2,500.00	Printing and binding-outside	0.00	580.48	1,919.52	23.22
951-36-52-3530-52240	1,500.00	Office equipment operation/maint	0.00	248.00	1,252.00	16.53
951-36-52-3530-52244	2,180.00	Other equipment operation/maintenance	0.00	610.42	1,569.58	28.00
951-36-52-3530-52302	2,150.00	Travel and meetings	124.47	542.08	1,607.92	25.21
951-36-52-3530-52972	4,000.00	Printing and binding-outside	30.38	3,307.75	692.25	82.69
951-36-53-3515-52201	66,640.00	Water, sewer and refuse	4,166.40	37,122.87	29,517.13	55.71
951-36-53-3515-52211	125,000.00	Janitorial services	7,641.87	59,039.32	65,960.68	47.23
951-36-53-3515-52223	111,000.00	Vehicle operation charges - internal	5,702.39	41,746.58	69,253.42	37.61
951-36-53-3515-52246	183,800.00	Building and facility o & m - outside	5,435.99	111,794.15	59,688.68	67.53
951-36-53-3515-52247	17,000.00	Landscaping maintenance services	-225.00	1,324.94	15,675.06	7.79
951-36-53-3515-52261	312,530.00	Equipment, building and land rentals	24,088.11	207,505.12	97,624.88	68.76
951-36-53-3515-52302	150.00	Travel and meetings	0.00	0.00	150.00	0.00
951-36-53-3515-52932	17,050.00	Liability insurance/surety bonds-interna	1,420.83	11,366.64	5,683.36	66.67
951-36-53-3515-52933	36,506.00	Liability insurance/surety bonds-outside	0.00	25,714.00	10,792.00	70.44
951-36-54-3550-52199	48,000.00	Other professional & technical services	6,596.00	16,147.75	17,000.00	64.58

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Expenditure Status Report
 Library JPA
 CITY OF SANTA CRUZ
 2/1/2012 through 2/29/2012

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 03/21/2012 6:07PM
 Periods: 8 through 8

951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-36-54-3550-52248	169,835.49	0.00	50,938.78	11,750.00	107,146.71	36.91
951-36-54-3550-52249	91,700.00	4,696.50	29,800.67	1,005.30	60,894.03	33.59
951-36-54-3550-52302	1,350.00	129.87	731.50	0.00	618.50	54.19
951-36-54-3550-52403	73,234.00	13,629.63	97,239.45	19,330.95	-43,336.40	159.18
951-36-55-3560-52304	40,606.00	366.53	34,373.80	0.00	6,232.20	84.65
951-36-55-3560-52306	9,000.00	0.00	0.00	0.00	9,000.00	0.00
951-36-55-3560-52960	3,000.00	0.00	0.00	0.00	3,000.00	0.00
951-36-55-3560-52972	6,500.00	368.90	2,930.92	0.00	3,569.08	45.09
Total SERVICES	2,156,919.49	120,407.42	1,209,351.49	74,309.88	873,258.12	59.51
951-53000						
SUPPLIES						
951-36-50-3510-53101	8,000.00	195.89	2,382.08	0.00	5,617.92	29.78
951-36-50-3510-53102	2,400.00	506.98	2,435.88	0.00	-35.88	101.50
951-36-50-3510-53108	0.00	0.00	175.00	0.00	-175.00	0.00
951-36-51-3520-53106	769,269.00	84,429.23	503,961.61	0.00	265,307.39	65.51
951-36-51-3520-53107	75,000.00	92.28	6,346.90	0.00	68,653.10	8.46
951-36-51-3520-53112	113,550.00	4,423.69	31,379.78	12,402.47	69,767.75	38.56
951-36-52-3530-53102	12,300.00	663.47	8,907.97	444.26	2,947.77	76.03
951-36-52-3530-53109	6,630.00	0.00	2,615.70	0.00	4,014.30	39.45
951-36-53-3515-53108	2,370.00	684.65	1,603.73	0.00	766.27	67.67
951-36-53-3515-53113	18,360.00	1,542.90	8,624.73	0.00	9,735.27	46.98
951-36-53-3515-53311	167,748.00	4,601.52	105,407.79	0.00	62,340.21	62.84
951-36-53-3515-53312	26,133.00	2,413.65	16,238.73	0.00	9,894.27	62.14
951-36-54-3550-53110	22,000.00	692.87	14,885.61	4,000.00	3,114.39	85.84
Total SUPPLIES	1,223,760.00	100,247.13	704,965.51	16,846.73	501,947.76	58.98
951-54000						
OTHER MATERIALS AND SERVICES						
951-36-50-3510-54990	3,445.00	0.00	658.90	0.00	2,786.10	19.13
951-36-52-3530-54990	7,000.00	60.00	3,195.90	0.00	3,804.10	45.66
951-36-55-3531-54990	0.00	209.00	1,672.00	0.00	-1,672.00	0.00
951-36-55-3560-54990	18,927.52	815.52	16,419.35	0.00	2,508.17	86.75
Total OTHER MATERIALS AND SERVICES	29,372.52	1,084.52	21,946.15	0.00	7,426.37	74.72
951-56000						
OTHER CHARGES						

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Expenditure Status Report
 Library JPA
 CITY OF SANTA CRUZ
 2/1/2012 through 2/29/2012

951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-36-52-3530-56995 Refunded fees and fines	2,000.00	106.50	1,161.00	0.00	839.00	58.05
Total OTHER CHARGES	2,000.00	106.50	1,161.00	0.00	839.00	58.05
951-57000 CAPITAL OUTLAY						
951-36-55-3560-57401 Office furniture/equipment	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 Loan principal	40,961.00	0.00	43,008.92	0.00	-2,047.92	105.00
951-36-50-3540-58190 Other debt principal	40,293.00	0.00	40,293.07	0.00	-0.07	100.00
951-36-50-3540-58240 Loan interest	19,600.00	0.00	17,508.96	0.00	2,091.04	89.33
951-36-50-3540-58290 Other debt interest	3,500.00	0.00	414.21	0.00	3,085.79	11.83
Total DEBT SERVICE	104,354.00	0.00	101,225.16	0.00	3,128.84	97.00
951-59000 OTHER FINANCING USES						
951-00-00-0000-59191 Intra-entity fund transfer out	148,668.00	73,668.00	73,668.00	0.00	75,000.00	49.55
Total OTHER FINANCING USES	148,668.00	73,668.00	73,668.00	0.00	75,000.00	49.55
Grand Total	3,690,074.01	295,513.57	2,119,289.78	91,156.61	1,479,627.62	59.90

Expenditure Status Report
Library Personnel Costs
CITY OF SANTA CRUZ
2/1/2012 through 2/29/2012

951 Library Joint Powers Authority

36 Library (JPA)

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-36-51000 PERSONNEL SERVICES						67%
Total Regular full time	4,237,245.00	239,077.41	2,438,446.62	0.00	1,798,798.38	57.55
Total Regular part time	747,294.00	77,883.61	512,022.16	0.00	235,271.84	68.52
Total Overtime	3,000.00	410.03	2,241.31	0.00	758.69	74.71
Total Termination pay	0.00	4,001.05	76,975.17	0.00	-76,975.17	0.00
Total Temporary	555,298.00	44,046.65	358,057.51	0.00	197,240.49	64.48
Total Other pay	0.00	77.01	2,503.29	0.00	-2,503.29	0.00
Total Special vacation pay	4,400.00	0.00	19,351.73	0.00	-14,951.73	439.81
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	1,280.00	0.00	520.00	71.11
Total Salary savings	0.00	0.00	0.00	0.00	0.00	0.00
Total Retirement contribution	754,846.00	49,465.26	455,316.70	0.00	299,529.30	60.32
Total F.I.C.A.	0.00	2,034.20	17,592.11	0.00	-17,592.11	0.00
Total Group health insurance	1,119,068.00	73,319.65	656,635.47	0.00	462,432.53	58.68
Total Group dental insurance	107,422.00	6,386.84	60,642.95	0.00	46,779.05	56.45
Total Vision insurance	18,242.00	1,031.55	10,124.05	0.00	8,117.95	55.50
Total Medicare insurance	64,309.00	4,791.82	44,970.34	0.00	19,338.66	69.93
Total Employer-paid COBRA	0.00	0.00	0.00	0.00	0.00	0.00
Total Group life insurance	2,744.00	171.93	1,645.60	0.00	1,098.40	59.97
Total Disability insurance	73,078.00	2,631.17	24,542.61	0.00	48,535.39	33.58
Total Unemployment insurance	23,622.00	1,797.47	16,450.06	0.00	7,171.94	69.64
Total Workers' compensation	208,640.00	15,102.96	139,082.60	0.00	69,557.40	66.66
Total Intrafund labor - credit	0.00	0.00	0.00	0.00	0.00	0.00

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Expenditure Status Report
Library Personnel Costs
CITY OF SANTA CRUZ
2/1/2012 through 2/29/2012

Grand Total	7,921,008.00	522,383.61	4,837,880.28	0.00	3,083,127.72	61.08
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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	1,083,486.87	1,323,144.44	2,379,377.39	*			
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	808,095.53
FY 2010 Pooled cash	(908,343.59)	(797,637.50)	(752,924.76)	(597,787.31)	(558,459.72)	(707,533.76)	280,832.95	(390,345.22)	(62,933.26)	15,984.66	25,912.58	120,299.01
FY 2009 Pooled cash	(1,028,955.46)	(397,327.61)	(356,999.20)	252,949.44	(714,416.36)	(711,714.61)	(812,054.05)	(688,015.42)	(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	381,888.89	348,644.68	414,873.10	180,026.54	267,117.50	988,379.63	877,239.75	65,274.00
FY 2007 Pooled cash	378,173.37	260,209.81	(47,055.07)	77,967.52	141,276.32	331,082.13	1,134,207.34	1,970,264.04	582,080.73	688,980.25	693,402.17	260,082.00

* We received 2 checks from the County in February.
 Will see the effects in March.



California Public Employees' Retirement System
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Sacramento, CA 94229-2715
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Reference No.:
Circular Letter No.: 200-005-12
Distribution: VI, XII, XVI
Special:

Circular Letter

February 17, 2012

TO: PUBLIC AGENCY EMPLOYERS

SUBJECT: POTENTIAL CHANGES TO EMPLOYERS RATES DUE TO BOARD
REVIEW OF ECONOMIC ASSUMPTIONS

The purpose of this Circular Letter is to inform you that the CalPERS Pension and Health Benefits Committee will consider changes to actuarial economic assumptions at its March 13, 2012 meeting. Assumption changes, if adopted, could have a significant impact on your employer rate. This Circular Letter is being sent out to alert Public Agency Employers of this upcoming agenda item in hope that employers will review it when it becomes available and comment on it as appropriate.

The assumptions that will be reviewed are: price inflation, real wage inflation and the real discount rate. If assumption changes are adopted, Public Agency Employer rates will change for the 2013-2014 fiscal year.

Background

In order to keep assumptions current, it is essential to review actuarial assumptions periodically. The price inflation assumption is currently 3%. It was last reviewed in 2004. The real wage inflation assumption is currently 0.25% and was last reviewed in 1998. The real discount rate assumption was last reviewed in March 2010 and is currently 4.75%, which added to the price inflation results in a discount rate of 7.75%.

Next Steps

Staff is expecting to recommend changes to some or all of these assumptions and they will be presented to the CalPERS Pension and Health Benefits Committee on March 13, 2012. A hypothetical analysis was performed on the impact of potential assumption changes. The following table show the potential impact on employer contribution rates for a typical Miscellaneous and Safety Plan when reducing the discount rate and price inflation assumptions and increasing the wage inflation assumption.

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Example: Total Rate Increases For Various Assumption Changes

	Miscellaneous Plan	Safety Plan
Real Discount Rate (A decrease of .25%) From 4.75% to 4.5%	2% to 3% of Payroll	4% to 5% of Payroll
Price Inflation (A decrease of .25%) From 3% to 2.75%	1% to 2% of Payroll	2% to 3% of Payroll
Wage Inflation (An increase of .25%) From 0.25% to 0.5%	0.5% to 1.0% of Payroll	1.0% to 1.5% of Payroll
All Three Changes Combined	4% to 5% of Payroll	7% to 8% of Payroll

The staff agenda item and recommendations will be posted on the CalPERS website approximately one week prior to the meeting. If you wish to comment on the agenda item we urge you to do so in writing or at the meeting. If any assumption changes are adopted, the true impact for public agencies will be known when the actuarial office has completed the June 30, 2011 actuarial valuations for all employers in the fall of 2012. The June 30, 2011 valuations will set the employer rates that take effect on July 1, 2013.

If you have any questions, please call our CalPERS Customer Contact Center at **888 CalPERS** (or 888-225-7377).

ALAN MILLIGAN
Chief Actuary



[About CalPERS](#) > [Press Room](#) > [2012 Press Releases](#) > [March 2012 Press Releases](#) > **CalPERS Pension and Health Benefits Committee Recommends New Discount Rate**

Press Release

March 13, 2012

External Affairs Branch

(916) 795-3991

Robert Udall Glazier, Deputy Executive Officer

Brad Pacheco, Chief, Office of Public Affairs

Contact: Amy Norris, Information Officer

pressroom@calpers.ca.gov

CalPERS Pension and Health Benefits Committee Recommends New Discount Rate

SACRAMENTO, CA – The Pension and Health Benefits Committee of the California Public Employees' Retirement System (CalPERS) today approved a recommendation to reduce CalPERS discount rate – or the rate of investment return the pension fund assumes – to 7.5 percent.

The Committee's recommendation will be considered by CalPERS full Board for approval tomorrow.

Over the past year, the CalPERS Actuarial Office conducted its own study and hired an independent evaluator to assess economic assumptions. The discount rate is calculated based on expected price inflation and real rate of return. Based upon information from both studies, CalPERS Actuaries recommended that the assumption for price inflation be reduced from 3 to 2.75 percent. When added to the current real return assumption of 4.75 percent, this produces a discount rate of 7.5 percent.

CalPERS actuaries offered the Pension and Health Benefits Committee two options to protect the soundness of the pension plan: a 7.25 percent discount rate that includes an adjustment to add an element of conservatism to further protect against lower returns, or a 7.5 percent discount rate without such an adjustment.

"We are sensitive to the severe pressure many employers face in order to meet budgets and make required contributions," said Committee Chair Priya Mathur. "We believe a 7.5 percent discount rate is a fiscally sound alternative that balances the need to keep employer contributions stable with the realities of what we can expect from our investments in the current financial markets."

If approved by the full Board, the new assumptions will have the following results:

- State and schools employer contributions will increase by 1.2 to 1.6 percent for Miscellaneous plans and 2.2 to 2.4 percent for Safety plans beginning Fiscal Year 2012-13. According to staff estimates, the change in the discount rate is expected to cost the State \$303 million, of which approximately \$167 million would come from the State's general fund. The school increase would be approximately \$137 million.
- Public Agency contributions will increase by 1 to 2 percent for Miscellaneous plans and 2 to 3 percent for Safety plans beginning Fiscal Year 2013-14.
- The new discount rate will apply to service credit purchases and estimate requests postmarked, delivered or faxed on or after March 15, 2012. Costs will increase between 5 and 13 percent depending on the individual circumstances of members.
- Retirement applications with a retirement date on or after March 15, 2012 will be calculated with the new discount rate. Members who choose optional benefits – leaving some part of their benefit to a spouse or beneficiary after their death – will experience approximately a 2 percent increase in cost.

"In accordance with best practices, and to comply with Board policy, we need to regularly review our economic assumptions," said Chief Actuary Alan Milligan. "We are confident this is a sound recommendation considering current economic conditions. The

© Copyright 2012 CalPERS [Privacy Policy](#) [Conditions of Use](#) controversial one and I believe that all employers, members and other

stakeholders should support the committee's action."

In March 2011, the CalPERS Board voted to keep the current rate of 7.75 percent by eliminating the margin for negative returns. That decision was partially made to help employers during these difficult economic times, but was also contingent upon a reassessment this year. CalPERS discount rate was last changed 10 years ago, when it was lowered to 7.75 percent from 8.25 percent.


CalPERS, with assets of approximately \$233 billion, is the largest public pension fund in the U.S. It administers retirement benefits for more than 1.6 million California State, local government, and public school employees, retirees, and their families on behalf of more than 3,000 public employers, and health benefits for more than 1.3 million enrollees. The average CalPERS pension benefit is \$2,332 per month. The average benefit for those who retired in the most recent fiscal year that ended June 30, 2011, is \$3,065 per month. More information about CalPERS is available at www.calpers.ca.gov.

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Dated: 03-13-2012

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STAFF REPORT

DATE: April 2, 2012
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries 
RE: Performance Indicators

SUMMARY

Data to evaluate the Compromise Service Model is in the early stages of being collected. The data, as presented, needs to be viewed as quite preliminary and evaluated as such. As expected, some areas are doing well (reference service), there are pressure points developing (materials handling and possibly volunteers), and others that are close to meeting expectations (programming).

BACKGROUND

The LJPB adopted a set of performance indicators in November 2011 to use in the evaluation of the new service model. We have, at the most, 3 months data for some of the indicators and as little as a couple of weeks; particularly relative to some of the qualitative satisfaction measures.

We subscribe to a company that designs and validates the survey for us and they were not able to make the necessary customization until late March so we got a late start. On March 23 we presented a survey for the public to respond to online. Included in this survey are questions that speak to the qualitative measures. To date there are 147 responses and these were analyzed to present the qualitative data. Once again, this is a very early and preliminary sample. Our skill at analyzing the data is also at a very basic level. With time this will be a very valuable tool. The result, for now, is that some of the qualitative data is presented in a slightly different format that the indicator calls for but is still informative.

DISCUSSION

The first quarter performance indicators are presented. They need to be viewed as very preliminary as we only have January and February data for some while through March is available for a few. Others are meant to be gathered annually so are not available.

Reshelving is definitely a challenge. Branches individually reported their percentages so an overall figure is not available and we will try to do that for the June report. It is obvious, however, that only the smaller branches, Capitola and Branciforte are able to meet or exceed the 90% requirement. In Branciforte this is only happening because all staff, not just Library Aides and Volunteers, are shelving. Downtown, the 60% figure would be lower if the unshelved CDs and DVDs were counted. These are just put out on reshelving carts and the public chooses from the carts. Most of these items are never actually reshelved. Downtown is also not doing any shelf reading or claims returned lists

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which has a major impact on the public when they try to find a specific item on the shelf or clear their record of an item they claim to have returned.

Visitors per open hour does appear to be remaining somewhat constant and circulation is on track to exceed last year at perhaps as much as a 39% increase.

Satisfaction with open hours is part of the survey and early results indicate an average rating of 6.9 out of 10. This is one indicator that is more useful if looked at by branch. With only 147 responses, and almost half of those from Downtown and Aptos, more surveys are needed to provide truly useful data.

This same survey indicates a very high rating for reference services at 8.7.

Self check data is not yet available from the Evergreen system.

The number of programs and attendees are holding fairly steady which is what was defined in the new service model. It is too soon to predict if the modest increases indicated by the performance measures will come to fruition.

While volunteers are enjoying their experience there is about a 17% turnover rate for critical shifts. Only 67% of possible shifts were filled and of those 12% were missed-meaning the volunteer was not available. A 12% absenteeism rate is considerably higher than what is experienced with regular staff. Once again, we only have very limited data so it is not advisable to draw too many conclusions at this early stage. We do know that supervision of the volunteers is difficult for staff due to the large number of direct reports created by the widespread use of volunteers.

Website usage is on track to increase significantly which indicates the growing importance of the "virtual branch".

Technology satisfaction is another qualitative indicator that appears to be on the low side with an average rating of 7 out of 10. We face many challenges in our IT department which is going to make addressing the technology issue all the more difficult.

PERFORMANCE INDICATORS

MEASURE	BASELINE	TARGET 1/31/13	3/31/2012	6/30/2012	9/30/2012	1/31/2013
Collection						
80% of users say they found the information they wanted	na	80% satisfaction	avg rating 7.7			
90% of the time, returned items are shelved within 24 hours		90% w/in 24 hrs	overall < 90% = BC, LSB, Cap, GP, Felton, B40 0% = SV; 53% = LO, 60% = DTN; 80% = Aptos			
Service						
Visits per open hour remains constant		based on FY10/11 average/month based on FY10/11	570	572 (Feb 2012)		
Circulation increases 5%		average	1,338,640	1,405,572	1,866,984	
Number of active cardholders remains constant		as of 6/30/2011	60,000	na		
80% of users say hours are convenient	na			avg rating 6.9		
80% of users describe reference services as good or excellent	na			avg rating 8.7		
Self check reaches 85%		apr-jun 2011 average; all branches up				na
Programs						
School-age instruction increases 5%		FY10/11	295/6135	2/12: 29 programs 379 attending		
Adult classes increase 5%		13 (programs)		2/12: 11 (programs)		

PERFORMANCE INDICATORS

MEASURE	BASELINE	TARGET 1/31/13	3/31/2012	6/30/2012	9/30/2012	1/31/2013
80% of participants rate the program as good or excellent	na		story time avg 95%			
Number of attendees per program increases 5%	23 FY10/11	24	25			
Number of programs offered increases by 5%	1,199 FY10/11	1,259	2/12: 101			
Active community partnerships increased by 10%	130	na				
Volunteers						
80% of volunteers rate their experience as good or excellent	na		95%			
Measure number of branch operation critical shifts when volunteer not available	na		67% of possible shifts were filled; of those 12% were missed			
rate for critical shifts	na		17%			
rate for non-critical shifts	na		4%			
Count the number of volunteers who are accepted and assigned	na		available 6/30/12			
Financial						
Five-year financial projections of service model are met	see separate document					
Expended budget is within 1% of estimates	\$ 11,129,728	FY11/12 budgeted expenditures \$11,018,431				
Technology						
Website usage increases 5%	4,166,138	4,374,445	41%			

PERFORMANCE INDICATORS

MEASURE	BASELINE	TARGET	1/31/13	3/31/2012	6/30/2012	9/30/2012	1/31/2013
Library's overall technology is rated good or excellent by 75% of users	na			avg rating= 7.0			
Library has 800 followers on Facebook	646	12/14/2011		750			
Library has 300 followers on Twitter	286	2/14/2012		303			
Staff Development							
Workers' compensation claim rate remain constant	\$4.94 per \$100 of payroll		\$4.94 per \$100 of payroll	na			
30% of staff create an Independent Learning Plan	0			0%			
90% of staff each receive 8 hours of non-mandatory training	na			na			

STAFF REPORT

DATE: April 5, 2012
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries
RE: Follow up from March LJPB Meeting

SUMMARY

This report addresses the four areas requested by the LJPB: status of the volunteer program, what has changed regarding personnel costs since the original model was created, consideration of criterion of percent of ideal hours for allocating additional hours, and the effects on public service of making adjustments to the current model.

BACKGROUND

At the March 5, 2012 LJPB meeting the preliminary estimated costs of various scenarios were presented. These included no changes, adjustments to make the service model work better and fully increased hours as per the goal of the Compromise Service Model.

None of the scenarios were acceptable as presented and additional information was requested. The additional information includes:

- A detailed report on the status of the volunteer program
- What has changed regarding personnel costs since the original model was created in April 2011
- Consideration of a “percent of ideal hours” criterion to use when deciding which branch and how many hours to add back should there not be enough to make the full restoration
- What effect will making the adjustments to make the service model work better have on services provided to the public

DISCUSSION

I. Volunteers

In looking at the Compromise Service Model the use and role of volunteers is as follows:

- “Volunteers
 - This model relies on a robust partnership and volunteer program for success.
 - Volunteers will be used to assist in sorting and shelving materials in the 6 larger branches, replacing some page staff. Volunteers will also be used throughout the system to enhance and expand opportunities and programs and perform additional tasks as appropriate.
 - A full time volunteer coordinator position is funded and will be responsible for the volunteer program “

All three of these bullets have been addressed and Appendix I goes into great detail on the progress that has been made as well as the challenges.

Observations/conclusions from the full report are included here.

- The six larger branches do not all have their full complement of operational (critical shift) volunteers. This is having a major impact on our ability to check in and reshelve materials within the 24 hour turnaround goal. Only the smaller branches are able to reshelve within 24 hours. In the larger branches it varies from 0% to 80%. It is too early to say this part of the model is not working but it is important to recognize the challenges.
- Each new volunteer requires a minimum of 10 hours of direct interaction to get them started. This does not include the time for initial recruiting, ongoing supervision, ongoing administrative work (database maintenance, statistical reporting, etc).
- The Volunteer Coordinator does not have adequate time to do ongoing supervision and on-site staff in the larger branches do not have time either. The addition of volunteers increases the number of individuals the Person in Charge (PIC) must supervise by an average of 100% or more. For example: at Branciforte the PIC supervises 5 paid staff and 9 volunteers while in Live Oak those numbers are 6 paid staff and 15 volunteers. Organization charts showing the staffing configuration and direct reporting responsibilities is in Appendix III. Volunteers must be scheduled, replaced when they cannot work, trained and supervised. A recent report from one PIC states:

“The volunteers have been very helpful. We have attracted quite a few who are willing to do whatever is necessary as well as shelving. One problem is relying on their attendance and then not having them show up. During the week of March 19-23, six of our scheduled volunteers did not show up as scheduled. But when they are here to help us, we are very thankful.”

- We expect to be able to hire an additional Americorps Volunteer next year whose sole responsibility would be supervising on-site in the branches. This is an inexpensive way to try out a “pooled” supervision approach.

II. Changes from original model

The LJPB recognized the need to make adjustments based on experience and evaluation and agreed that reaching the maximum hours was a goal. The original model discussed the implementation as follows:

Implementation:

Phase 1:

- Transition to the new staffing model and organizational structure as soon as practical.
- Increase branch open hours by January 2012.
- Evaluate results of the new model, solicit patron feedback, make needed adjustments and get the new service model running smoothly.

Phase 2:

- Increase branch hours to the full amount -- 53% increase from current levels.
- The goal is to increase to maximum hours effective July 2012.

Model Flexibility

- It is recognized and expected that adjustments will be required as different aspects of the new model are implemented, evaluated and improved.
- Routine evaluation of the model will be performed to confirm that it is achieving expected results.
- It is important to understand that no model can remain static for long. Library staffing, structures and services will evolve over time as our communities change and as library services and technologies progress. This model sets the overall parameters for our library system to provide a framework within which change and improvements can be made. "

The difference between the estimated cost of the original compromise model and the current estimate for going to the full hours is \$664,325 in the first year. The actual cost of implementing the full hours is about \$1.3 million. Half of that was considered and was part of the original estimates for the Compromise Model. This analysis focuses on why there is the additional cost of \$664,325 and makes the following assumptions:

1. Covers FY12/13 only so no additional PERS increase is represented
2. The Full Hours Model uses FY12/13 personnel estimates as provided by Finance Department in mid-March- subject to verification and finalization
3. The value of the concessions (stated as salary savings in the original model) is included in the personnel estimates described above
4. The cost of the Full Hours Model is based on actual data per staff member with a few exceptions. There are a few positions for which actual numbers by employees are being calculated by City Payroll and will be available in another week. For these positions, estimates are used. This model also includes the cost of remediation.
5. The Full Hours Model is based on original intent which was understood to mean bringing branches from 5 to 6 and 6 to 7 day per week service.

The spreadsheets on the next page provide detail for the differences between the two scenarios. Appendix II details the four scenarios requested by the Finance Committee.

Change from FTE projections to actual position implementation	\$	45,808
Courier (decision to not outsource)	\$	20,000

Details of Major cost increase components	Estimated Value
<p>Remediation: This was a complete restructuring of the Library system that is unprecedented in both City and national library arenas. There was a high level of risk associated with some of the approaches used to redesigning service delivery. Onsite staff was drastically reduced and youth services and reference librarians were centralized. An entire level of management (Librarians III) was eliminated to create a flatter organization. It was anticipated that there would be areas of stress that would need to be addressed in order to ensure the overall success of the model. The cuts were as severe as they could be and we now need to adjust back in those areas where the cuts are so severe they are detrimental to our ability to provide quality customer service.</p>	\$370,286
<p>Job Description Compensation Changes: Almost every employee job description in the Library was subject to review. This resulted in a new salary schedule for Library staff. At the time the model was developed the actual reclassification had not yet occurred and HR and Library staff developed estimates that were used to determine compensation for each position. The actual were sometimes lower but the net was higher. It should be noted that estimates came within 2.8% of actual.</p>	\$198,109
<p>FTE to Individuals: The model itself was based on FTE calculations. During implementation, after the model was approved, it was necessary to convert the FTE calculations to individual positions which, resulted in changes- some more, some less for a net effect. The total number of FTEs is only .5 more.</p> <p>Several other factors confuse the cost estimates even more. The model was built on top step and a blanket percentage for benefits. Actual budgeting is done by position with real benefit costs. In addition, 2/3 of the Library staff is currently on probation and due for step increases in July.</p>	\$45,808
<p>Courier: The original model provided for the outsourcing of the courier function. The LJPB decided not to do this which resulted in slightly higher costs. This includes personnel and vehicle related costs.</p>	\$20,000

The table below provides additional, detailed comparison information between the original Compromise Model projected for 2012/13 and the updated, 2012/13 preliminary estimates. The updated preliminary estimates for 2012/13 start with the current staffing/hour model

implemented in January 2012 as the base for next year's budget, but factors in the total preliminary cost increase that would be required to reach the "Full" service model.

FY 12/13 Personnel Cost Comparison: Compromise model vs. Current 2012 Staffing Model w/costs to achieve "Full" model	FY 2012/13 Compromise Model (2011 Projection)	FY 2012/13 Base Model (Jan 2012 Staffing/Hours model)	Increase / (decrease)
Regular wages	\$ 4,920,967	\$ 4,302,157	\$ (618,810)
Benefits & other costs	\$ 1,710,694	\$ 1,396,577	\$ (314,117)
Temporary wages	\$ 436,924	\$ 569,610	\$ 132,686
Temporary benefits	\$ 63,791	\$ 81,454	\$ 17,663
Retirement costs	\$ 664,408	\$ 569,930	\$ (94,478)
Base Personnel Costs	\$ 7,796,784	\$ 6,919,728	\$ (877,056)
Changes to Base Costs			
2011 Projected personnel savings	\$ (250,000)		
Costs increase to expand the Jan 2012 Model to the "Full" service model for FY 12/13		\$ 1,291,381	
Total FY 2012/13 Projected Personnel Costs	\$ 7,546,784	\$ 8,211,109	\$ 664,325

Reaching the ultimate goal as described in the Compromise Service Model is dependent on two primary factors:

1. The actual budget figures
2. Evaluating the model and learning from it- what is working, what is not

The FY11/12 budget is looking quite positive. March payroll estimates indicate we are on track to save about \$772,000 in personnel costs. January revenue projections from the County combined with authorized one time expenditures and unanticipated expenditures related to implementing the new service model net an additional \$95,500. Totaling this together with the \$495,000 fund balance as of July 1, 2011, indicates we will end FY12 with a fund balance of about \$1.36 million. The goal of the Board was to achieve a \$1 million fund balance by FY15/16.

This is a clear indication that the structural savings in personnel costs have been achieved. It does establish a new baseline for personnel costs for next year and the years following. It does appear, however, that the cost to implement the full service model is more than was estimated when the model was being developed. This is due to the factors described above as well as the lessons learned from the early stages of the implementation of the new model.

In looking to FY13, revenues are estimated by the County to increase by 2.7%. It is not yet known how much of this increase will be needed to balance increases in health care and

retirement costs. No one is yet comfortable predicting a higher percent increase beyond this next fiscal year and we are thankful we are experiencing this limited growth.

The Finance Department anticipates finishing its review of the financial model for this year and the five year projections in time for the May LJPB meeting.

III. Criteria for additional hours

A suggestion has been made that in working towards the goal of additional hours, we consider how close each branch comes to the ideal hours as expressed as a percentage. In doing this, the results are as follows:

	% of Phase 2 Hours
Aptos	91.7%
Boulder Creek	80.0%
Branciforte	80.0%
Capitola	75.0%
Downtown	96.4%
Felton	66.7%
Garfield Park	66.7%
La Selva Beach	66.7%
Live Oak	75.0%
Scotts Valley	91.7%
	81.1%

IV. Effect of Adjustments on Service Provided

The most immediate impact of making the recommended adjustments is that materials will be checked in and back on the shelf in a timely manner. This was considered important enough to be a performance indicator. When items are not checked in the same day they are received, staff must adjust the system so that items can be checked in as though it were the previous day so that fines are not applied unjustly. In a recent report one branch manager reported:

“One Monday when I arrived for work there were 25 crates with items to be routed into the branch. It took staff until Thursday to finish all of the crates that had collected during the week.”

When items are not returned promptly to the shelves, the computer catalog is providing inaccurate information. A lot of staff time is spent tracking down materials that are supposed to be on the shelf. Patrons are frustrated that an item shows as on the shelf but cannot be found. As mentioned above, the larger branches where the collections are larger are having major problems getting items re-shelved in a timely manner. The Downtown data of 60% in 24 hours does not include DVDs and CDs as they are so backlogged and they have not been able to do any shelf reading.

There are no shelf searches for in transit items, claimed returned items or missing items at the Downtown Branch. This impacts patrons who claim they have returned something but our

records show they have not. The end result is patrons are paying for lost items that may not really be lost or we are forgiving payment for items that really are lost but we cannot be sure. Either way, this is not good customer service.

Staff will be better informed and trained so they can provide better customer service. With no time to read email they are not up to date on policy and procedure changes, programs that are being offered, etc. Staff who has not previously provided any level of reference assistance training, will have time to participate in a variety of training opportunities, including Webinars, so they can stay current and informed. This translates directly into better service to the public when they ask questions or require assistance; particularly with technology.

There will be a second in command at branches open more than five days per week. With an increase in instances requiring staff intervention, this is becoming increasingly important. Once again, service to our patrons is affected when staff is not available to address individual concerns. In some locations, it is also an issue of the public feeling safe.

The final consideration impacts the public and services provided indirectly. Staff who is asked to do too much for too long experience burnout. This typically manifests itself in employee turnover, depression, an increase in workers' compensation claims, irritability which is unwittingly taken out on the public, etc. While no one is arguing that the Library does not exist to employ people, the Library and the City pride themselves on being employers who are dedicated to providing a healthy and positive work environment. Addressing the issues that have been identified will do a lot to show the staff that the Library, the City and the Board are responsive to the needs of employees, responsible in their actions towards employees and concerned about the working environment and health of employees.

Appendix I: Volunteer Program Assessment, 60 Days

Understanding the importance of this program, preparations towards the implementation of a new volunteer program at SCPL began prior to January 2012. This time was spent verifying insurance coverage needs, finger-printing/background check needs, researching online volunteer management databases, hiring an Americorps VIP intern, recruiting programming volunteers, and separating volunteer positions that are directly supervised by library staff from those of the Friends of the Santa Cruz Public Libraries.

Working with the Volunteer Coordinator from FSCPL, it was determined that the Friends would manage those volunteers active in fundraising and daily sorting/selling of donated materials, while the SCPL Volunteer Coordinator would manage those involved with daily operations, programming, and specialized library projects. Additionally, it was agreed that the online volunteer intake needed to be delineated between SCPL and FSCPL volunteer positions. The SCPL website is now altered to reflect this, and potential applicants are directed to unique applications based on their volunteer interest. Plans are being developed to have SCPL volunteers complete an online application that is directly tied to the new volunteer database, streamlining the intake process.

Recruitment Process

The current focus is on recruiting:

1. Branch Assistants – defined as critical shift volunteers who replace paid staff in sorting and shelving materials under staff supervision (as defined in the *Compromise Service Model*, JPB April, 2011). Special attention is given to filling the eight hours per week of critical operations shifts at the six designated Branches- Aptos, Branciforte, Capitola, Downtown, Live Oak, and Scotts Valley.

2. Programming volunteers- Story Time Assistants, Tales to Tails Assistants, Book Buddies, and Homework Helpers who work with the professional staff to maintain, enhance and expand programming opportunities.

3. Technical volunteers- individuals who work with staff performing specialized tasks, such as mending, archiving, and collection management.

When developing the volunteer program, the decision was made to recruit for specific volunteer positions. This is a shift from past practice which was a more passive process. Job descriptions are now developed to accurately describe what is specifically needed for Branch operations and for the continuation of on-going programming. For special tasks or projects, the lead staff person requesting volunteer assistance works in partnership with the Volunteer Coordinator to write up the job description prior to recruitment.

The bulk of new volunteers are recruited through position-driven advertisement. The SCPL continues to attract a percentage of volunteer applicants who approach the library simply with a

desire to volunteer in any capacity. Interviews are conducted by the Volunteer Coordinator or her intern for consideration of placement.

Positions are advertised online through

- SCPL website
- VolunteerMatch
- CraigsList
- Twitter
- Facebook
- UCSC Student Volunteer Center
- Cabrillo College Student Employment/Volunteer Center
- Santa Cruz Volunteer Center.

For handler/team volunteers with the Tales to Tails program, we search through TDI (Therapy Dogs Inc. & Therapy Dogs Int.) and Furry Friends websites and contacts.

We post flyers at the Branches, as well as target advertising in shops and cafes, for some positions and/or library branch specific opportunities.

Placing Volunteers

After in-person or telephone interviews to determine interest and suitability, applicants are placed in one of the activity groups: operations, programming, technical/collection management, or special projects.

Branch Assistant volunteer applicants are required to attend a volunteer orientation session led by the Volunteer Coordinator. To date there have been five orientation sessions; two sessions at the Downtown Branch, two at the Scotts Valley Branch, and one at the Branciforte Branch. The goal is to provide at least two sessions per month, one on a Saturday and one on a weekday afternoon, at various locations in the county. After orientation, the volunteers are directed to contact the Person in Charge at one of the six Branches from whom they receive their schedule and specific training for that location.

Information for programming applicants is given to the lead staff person of the program who provides the schedule and any orientation/training that is needed.

Technical/collection management and special projects applicants are introduced to the lead for the activity by the Volunteer Coordinator, and the lead trains and schedules the volunteer.

Average time for staff to interview applicant, provide orientation to a specific activity, gather and enter applicant information into volunteer database, and provide training: 10 hours. As volunteers typically work one shift per week there is a much longer learning curve for many of the tasks undertaken than with staff that perform the same tasks on a daily basis.

Current Volunteer Status

Staff Support volunteers & Student Interns- It is important to note that there are many volunteers throughout the Library system who have been assisting staff in a number of Branch operations tasks prior to January 2012. Most of these volunteers continue to work in the same capacities. However, their hours cannot be included towards the additional mandated levels as determined by the selected service model. Support Staff volunteer tasks vary by location but usually include operational and programming duties. Student Interns are individuals under 18 years of age who engage in the same tasks as Staff Support volunteers.

Aptos – 8 hours critical operations shifts per week

Recruitment for Branch Assistants at this location continues.

Recruitment

January 2012	2 Branch Assistants*
February 2012	2 Branch Assistants/ 1 Story Time Assistant

Critical Shifts per week- Branch Assistants (4 volunteers)

1/22 – 1/28	4.5 hrs
1/29 – 2/4	2 hrs
2/5 – 2/11	5 hrs
2/12 – 2/18	6.5 hrs
2/19 – 2/25	7 hrs

Other Volunteer Shifts per week

Staff Support (5 volunteers)**	10 hrs
Programming- Story Time Assistant (1 volunteer)	2 hrs

*One Branch Assistant became inactive in February due to employment changes.

** One Staff Support volunteer became inactive in February due to a medical condition.

Boulder Creek-

Volunteer Shifts per week

Student Intern (1 volunteer)	1 hr
Programming- Homework Helper	2 hrs

Branciforte – 8 hours critical operations shifts per week

Recruitment for Branch Assistants at this location continues.

January 2012	2 Homework Helpers
February 2012	1 Branch Assistant

Critical Shifts per week- Branch Assistants (1 volunteer)

2/5 – 2/11	2 hrs
2/12 – 2/18	4 hrs
2/19 – 2/25	2 hrs

Other Volunteer Shifts per week*

Support Staff (2 volunteers)	6.5 hrs
Student Interns (3 volunteers)	5.5 hrs
Programming- Homework Helpers (2 volunteers)	4 hrs
Programming- Story Time Leader (1 volunteer)	2 hrs

* Two volunteers transferred to other Library Branches: one to a closer location to residence, one because staff person they enjoyed working with was no longer an employee of the library system, so the volunteer preferred to move to a different location.

Capitola- 8 hours critical operations shifts per week

Recruitment for Branch Assistants at this location continues; began recruitment March 12th for a Story Time Assistant after receiving a request from the Programming Librarian.

Recruitment

January 2012	1 Branch Assistant/ 3 Tales to Tails Assistants
February 2012	2 Branch Assistants

Critical Shift per week (4 volunteers)

1/8- 1/14	4 hrs
1/15 – 1/21	4 hrs
1/22 – 1/28	4 hrs
1/29 – 2/4	4 hrs
2/5 – 2/11	9.5 hrs
2/12 – 2/18	4 hrs
2/19 – 2/25	2.5

Missed critical shifts for the week of 2/12- 2/18 = 2 hrs

Missed critical shifts for the week of 2/19- 2/25 = 2.5 hrs

Other Volunteer Shifts per week

Support Staff (4 volunteers)	8 hrs
Programming- Tales to Tails Assistants (3 volunteers)	6 hrs

Downtown- 8 hours critical operations shifts per week

Recruitment for Branch Assistants at this location continues; began recruitment March 12th for a Story Time Assistant after receiving a request from the Programming Librarian.

Recruitment

January	3 Branch Assistants /1 Tales to Tails Assistant
February	1 Branch Assistant / 2 Tales to Tails Assistants

Critical Shift per week (4 volunteers)

1/15 – 1/21	4 hrs
1/22 – 1/28	7 hrs
1/29 – 2/4	8 hrs
2/5 – 2/11	7 hrs
2/12 – 2/18	6.5 hrs
2/19 – 2/25	7 hrs

Missed critical shifts for the week of 2/12- 2/18 = 2 hrs

Missed critical shifts for the week of 2/19- 2/25 = 2 hrs

Other Volunteer Shifts per week

Technical- Collection Management (2 volunteers)	5 hrs
Staff Support (1 volunteer)	.5 hrs
Student Intern (1 volunteer)	2 hrs
Programming- Tales to Tails Assistants (8 volunteers/2 per session = once a month)	2 hrs

Felton-

Volunteer Shifts per week

Programming- Tales to Tails (2 volunteers/1 per week)	2 hrs
Programming- Book Discussion Leader (1 volunteer)	Once a month, 2 hrs

Garfield Park-

Volunteer Shifts per week

Staff Support (1 volunteer)	1 hr
Student Intern (1 volunteer)	1 hr
Programming- Homework Helper (2 volunteers)	4 hrs

La Selva Beach-

Volunteer Shifts per week

Support Staff (4 volunteers)	4.25 hrs
Programming- Book Discussion Leader (2 volunteers)	Once a month, 2 hrs each

Live Oak- 8 hours critical operations shifts per week

Recruitment for Branch Assistants at this location continues.

Recruitment

January 2012	5 branch Assistants*
February 2012	1 Story Time Assistant

Critical Volunteer Shifts per week (5 volunteers)

1/8 – 1/14	5 hrs
1/15 – 1/21	4.75 hrs
1/22 – 1/28	5.5 hrs
1/29 – 2/4	9.5 hrs
2/5 – 2/11	6.75 hrs
2/12 – 2/18	4.75 hrs
2/19 – 2/25	2.75

Missed critical shifts for the week of 2/12- 2/18 = 4 hrs

Missed critical shifts for the week of 2/19- 2/25 = 3 hrs

Other Volunteer Shifts per week

Staff Support (6 volunteers)	14 hrs
Student Intern (1 volunteer)	1 hrs
Programming- Homework Helper (2 volunteers)	4 hrs
Programming- Story Time Lead (1 volunteer)	1 hr

*One Branch Assistant resigned February 29th due to medical issues. One Branch Assistant is inactive due to a medical emergency.

Scotts Valley- 8 hours critical operations shifts per week

Recruitment for Branch Assistants at this location continues.

Recruitment

January	2 Branch Assistants*
February	2 Branch Assistants/1 Story Time Assistant/1 Student Intern

Critical Volunteer Shifts per week (5 volunteers)

1/8 – 1/14	3 hrs
1/15 – 1/21	0 hrs
1/22 – 1/28	3 hrs
1/29 – 2/4	5 hrs
2/5 – 2/11	12.5 hrs
2/12 – 2/18	12 hrs
2/19 – 2/25	8.5 hrs

Missed critical shifts for the week of 1/15 – 1/21 = 5 hrs

Missed critical shifts for the week of 1/22- 1/28 = 2 hrs

Other Volunteer Shifts per week**

Staff Support (2 volunteers)	10 hrs
Student Intern (3 volunteers)	5.5 hrs
Programming- Story Time Assistant	2 hrs

*One Branch Assistant became inactive in February due to medical and employment issues; it is unknown when she will return on a regular basis.

**Three Staff Support volunteers resigned 12/31/201: one in protest- felt it was wrong to replace paid staff with volunteers; one found full-time employment; one due to pregnancy.

Programming (Headquarters Office support)

Volunteer Shifts per week

Student Intern (1 volunteer)	1 hr
ACT (9 volunteers)	Once a month, 3 hours each
Dial A Story (7 volunteers)	Once a month, 1 hour each
Book Buddy (12 volunteers)	Once a month, 2 hours each

Administration

Technical- Special Project	10 hrs
----------------------------	--------

Collection Management Services

Volunteer Shifts per week

Technical- Mending (1 volunteer)	1.5 hrs
Technical- Monthly Mending Workshop (3-4 volunteers)	6 hours once a month
Technical- Processing (1 volunteer)	1.5 hrs
Technical- Copy Cataloging (1 volunteer*) – recruited in January 2012	1.5 hrs
Technical- Special Projects (1 volunteer) – recruited in January 2012	1.5 hrs

* Retired employee

First Quarter Survey results

The survey was created by surveymonkey.com. The link was e-mailed to all volunteers who provided a valid e-mail address, and hard copies were sent to all Branches for those without e-mail.

There are currently 108 volunteers with the SCPL; 55 returned the survey for compilation.

The intent is to survey our volunteers quarterly.

1. What do you do as a volunteer?

	Response Percent	Response Count
Branch Assistant	71%	29
Literacy Program Assistant	16%	08
Programming Assistant	12%	05
Collection/Technical Assistant	15%	06
Other		16
	Answered Question	Skipped Question
	43	12

2. There is a positive climate of teamwork among employees and volunteer staff

	Response Percent	Response Count
Strongly Agree	56%	28
Agree	38%	18

Disagree	2%	01
Strongly Disagree	00	00
Neutral	4%	02
	Answered Question	Skipped Question
	49	06

Other:

- ❖ Used to be - not as much with changes
- ❖ Since Jan 2012 staff changes, former team no longer in place & current team attempting to create a system
- ❖ I've only been there twice, so can't really offer an opinion, though I rarely seem to speak with anyone

3. I have the support and guidance I need to accomplish my volunteer activities

	Response Percent	Response Count
Strongly Agree	65%	33
Agree	35%	17
Disagree	00	00
Strongly Disagree	00	00
Neutral	00	00
	Answered Question	Skipped Question
	50	05

Other: Sometimes. Cuts in staff hours & lack of staff training in new positions produce lack of efficiency & knowledge of new areas - staff is trying to respond with limited resources.

4. I would recommend SCPL to a friend as a place to volunteer

	Response Percent	Response Count
Strongly Agree	64%	34
Agree	29%	15
Disagree	2%	01
Strongly Disagree	00	00
Neutral	6%	03
	Answered Question	Skipped Question
	51	04

5. My volunteer work utilizes my talents

Response Percent	Response Count
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Strongly Agree	29%	14
Agree	54%	28
Disagree	4%	02
Strongly Disagree	2%	01
Neutral	12%	06
	Answered Question	Skipped Question
	51	04

6. The library staff makes an effort to make me feel that I am a valuable member of the organization

	Response Percent	Response Count
Strongly Agree	60%	31
Agree	29%	14
Disagree	2%	01
Strongly Disagree	00	00
Neutral	10%	05
	Answered Question	Skipped Question
	51	04

7. Do you plan to continue as a SCPL volunteer?

	Response Percent	Response Count
Yes	94%	48
No	00	00
Unsure	6%	03
	Answered Question	Skipped Question
	51	04

8. I would describe my overall volunteer experience with the Santa Cruz Public Libraries be:

	Response Percent	Response Count
Excellent	60%	31

Good	35%	17
Okay	6%	03
Poor	00	00
	Answered Question	Skipped Question
	51	04

9. Is there something else you would like to do for the SCPL?

	Response Percent	Response Count
Programming Assistant	12%	04
Shelver	24%	08
Mending	45%	15
Tutoring	21%	07
Computer Assistant	15%	05
Work with professional staff	42%	14
Specific, short term projects	54%	18
	Answered Question	Skipped Question
	33	22

10. What can we do to improve your volunteer experience?

- ❖ It's fine.
- ❖ As a story time assistant, I find I do not get enough interaction with the children and caretakers. This is mainly because I must stand by the door and monitor it, because the library is closed during storytime. When I signed up to volunteer for this position, I had hoped to be more involved with storytime and those attending. Thank you
- ❖ Working at the library used to be a pleasant experience, but now I work mostly in silence with very little interaction with anyone. I used to know my co-workers, but now I don't even bother to ask for names because they probably won't be back next week. The only reason I'm still here is I don't want to give anyone a reason for privatizing the libraries. For how much longer will I be here, I don't know.
- ❖ Library booksale discounts.
- ❖ So far it has been very positive
- ❖ Occasional positive feedback is nice. I volunteer, because I enjoy doing the work.
- ❖ I'm having a great time now as it is. I've been volunteering at the library for about a year and a half now, and I don't think I'm going to stop any time soon.
- ❖ I have no suggestions for improvement, since my experiences have been so positive and supportive.
- ❖ Nothing that I can think of. I enjoy the tasks I do, but am open to others as well.
- ❖ Recognizing that the library staff is in a period of transition, support them with training, acknowledgement of their experience & abilities, & longer hours if possible. The employee I was working with had a full-time position w/assistance from another person.

Their work is now expected to be done within 20 hrs/week. Reasonable expectations of the staff would greatly help my volunteer experience.

- ❖ Staff at the SV branch have been very welcoming and helpful. I don't see any changes that need to be made.
- ❖ Give me more professional experience toward a paid position.
- ❖ Nothing at this time.
- ❖ It's fine as is.
- ❖ More variety than just shelving.
- ❖ I like it as it is.
- ❖ I have requested a tutorial to help me locate audio books for my Book Buddy. The one I got when I volunteered was just a "rush-through" with a promise of more to come. I would like to have some one-on-one help.
- ❖ Not sure how to get a hold of Laura for Book Buddy program. Also, the library web site has been down a lot lately when I try to access info for my book buddies.
- ❖ I am perfectly fine with shelving, and I have not been doing it for long - I am not complaining! I learn something every time I work. However, I can see that in the long haul, having other things to do from time to time would be a nice change-up. I know the shelving will always and forever be an issue We love the library; this is not a short term commitment, providing my back holds up! Keep up all of the good work
- ❖ nothing
- ❖ My responses are tentative, because I haven't yet actually done the job; I've just had the training, which was thorough. On first impression, the staff seemed very helpful and friendly, but I'll be able to better assess when I have a few months of work under my belt.
- ❖ I like learning new ways I can help. It gets a little old doing the same tasks over and over again without variation.
- ❖ I'm a book buddy, and there is very little interaction with the library for this task, which is fine, but I don't feel a part of the library volunteer staff.
- ❖ I'm too new at it to really have any suggestions.

Prepared by Laura Whaley, Volunteer Coordinator

Appendix II: Four Scenario Comparison

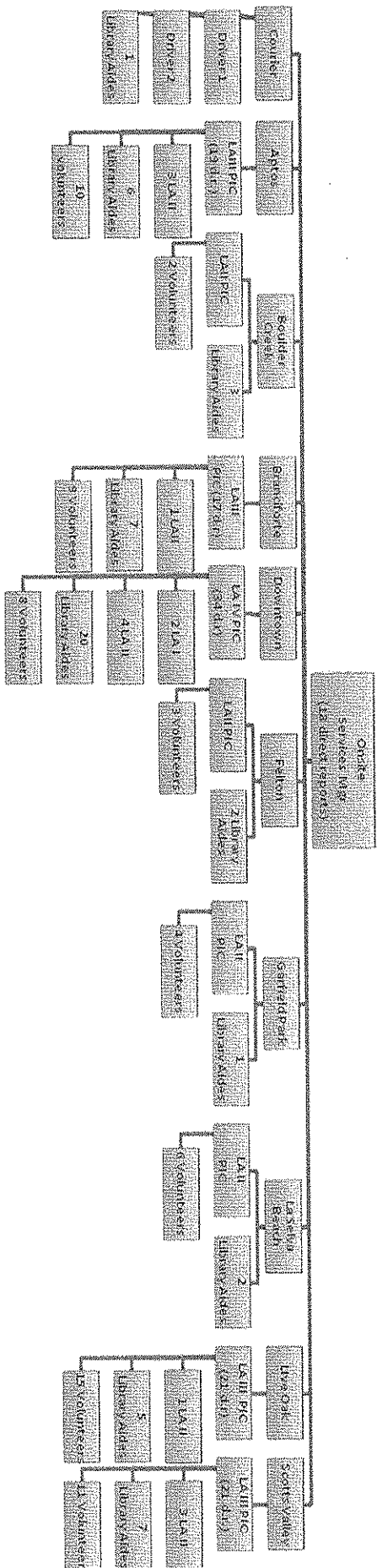
The Finance Committee requested a presentation of the four scenarios: Compromise Service Model, Status Quo, Remediation and Full Hours. The same assumptions expressed in the body of the report are relevant here:

1. Covers FY12/13 only so no additional PERS increase is represented
2. Uses FY12/13 personnel estimates as provided by Finance Department in mid-March-subject to verification and finalization
3. Value of the concessions (stated as salary savings in the original model) is included in the personnel estimates described above
4. Costs of remediation and full hours are based on actual data per staff member with a few exceptions. There are a few positions for which actual numbers by employees are being calculated by City Payroll and will be available in another week. For these positions, estimates are used.
5. Full hours based on original intent which was understood to mean bringing branches from 5 to 6 and 6 to 7 day per week service.

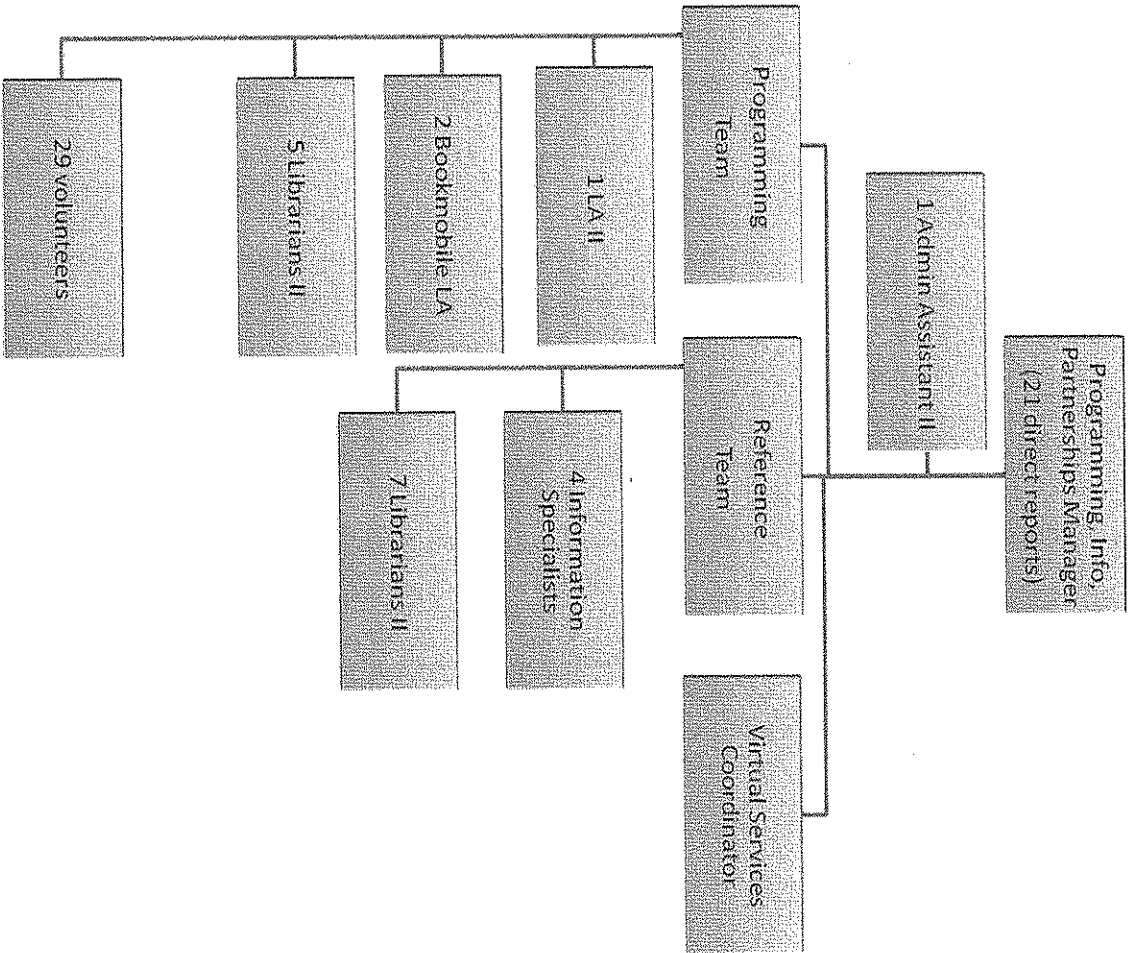
Please note that the Status Quo Model is less than the Compromise Model. This is because the Status Quo Model is using the staffing as of January 2012 and does not include staffing for the full hours. The Compromise Model did include some additional staffing to go to full hours. Since then, adjustments to the Compromise Model have been identified as needed to implement the full hours. The Remediation and Full Hours Models reflect those changes.

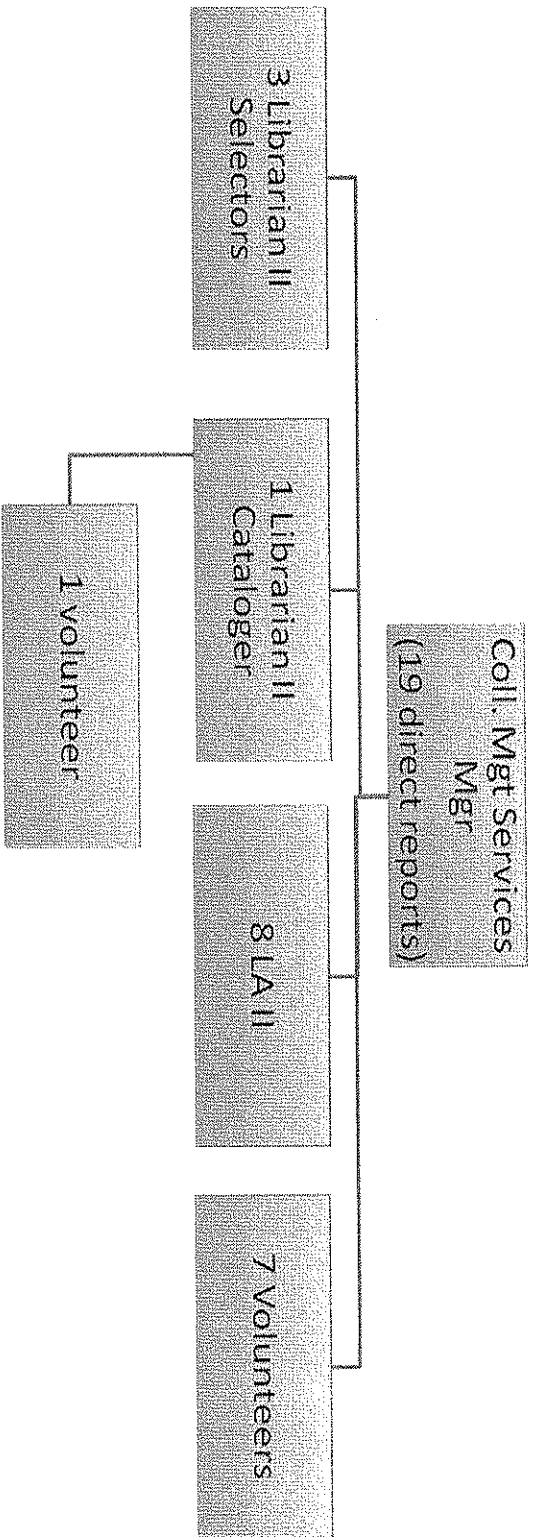
FY12/13	Status Quo			
	Compromise Model	(no add'l hours or remediation)	With Remediation	Full Hours (incl. Remediation)
Regular Full & Part time	\$ 4,920,967	\$ 4,302,157	\$ 4,302,157	\$ 4,302,157
Temporary wages	\$ 436,924	\$ 569,610	\$ 569,610	\$ 569,610
Temp Benefits	\$ 63,791	\$ 81,454	\$ 81,454	\$ 81,454
Benefits & Misc. Personnel Costs	\$ 1,710,694	\$ 1,396,577	\$ 1,396,577	\$ 1,396,577
Incremental Costs	na	na	\$ 370,286	\$ 1,291,381
Retirement	\$ 664,408	\$ 569,930	\$ 569,930	\$ 569,930
Salary Savings	\$ (250,000)	included above	included above	included above
TOTAL PERSONNEL	\$ 7,546,784	\$ 6,919,728	\$ 7,290,014	\$ 8,211,109
NET OPERATING LOSS/GAIN FUND BALANCE	\$ 77,876	\$ 436,679	\$ 45,928	\$ (566,027)
	\$ 496,884	\$ 1,331,414	\$ 940,762	\$ 328,807

Appendix III: Organization Charts

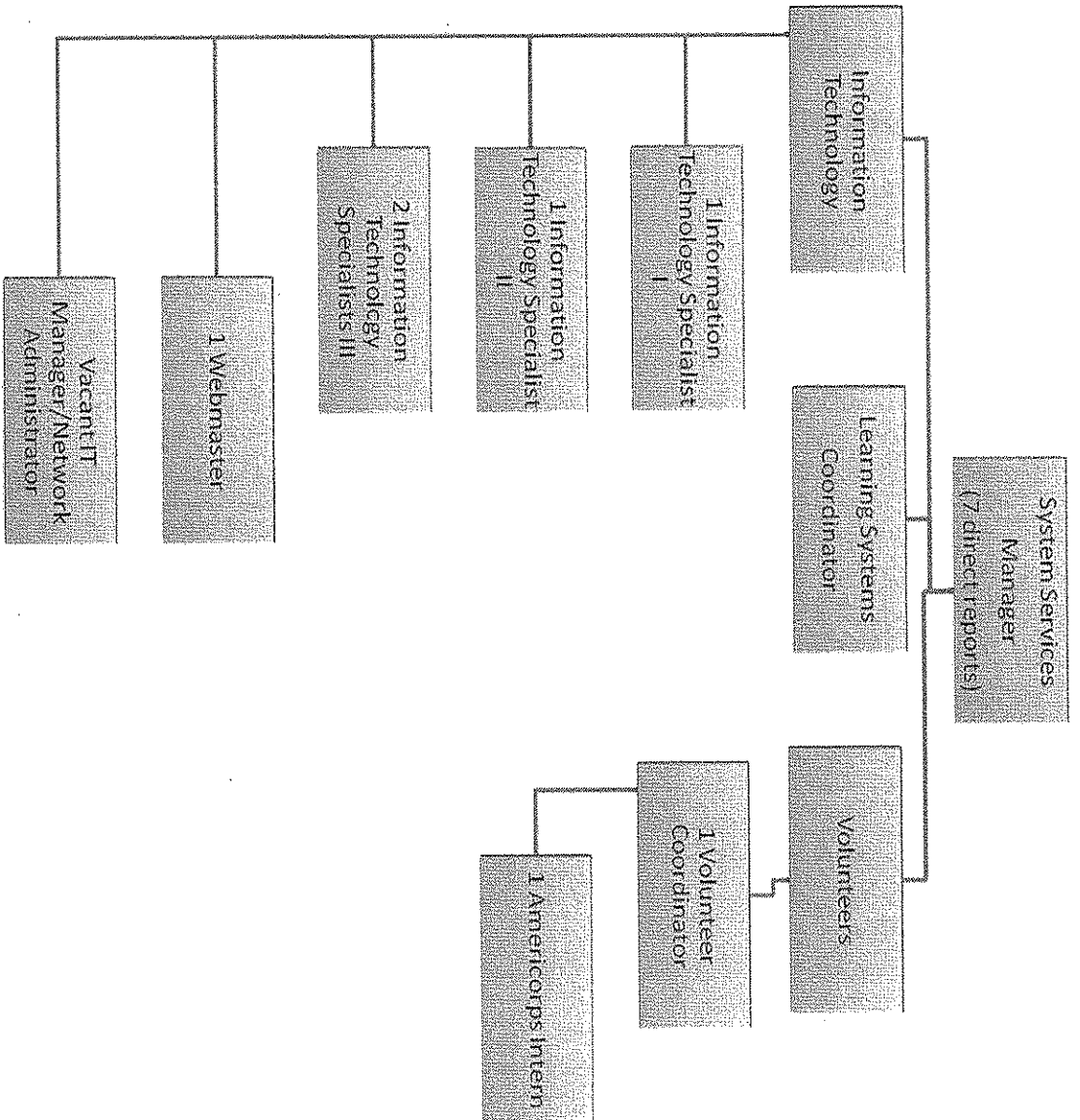


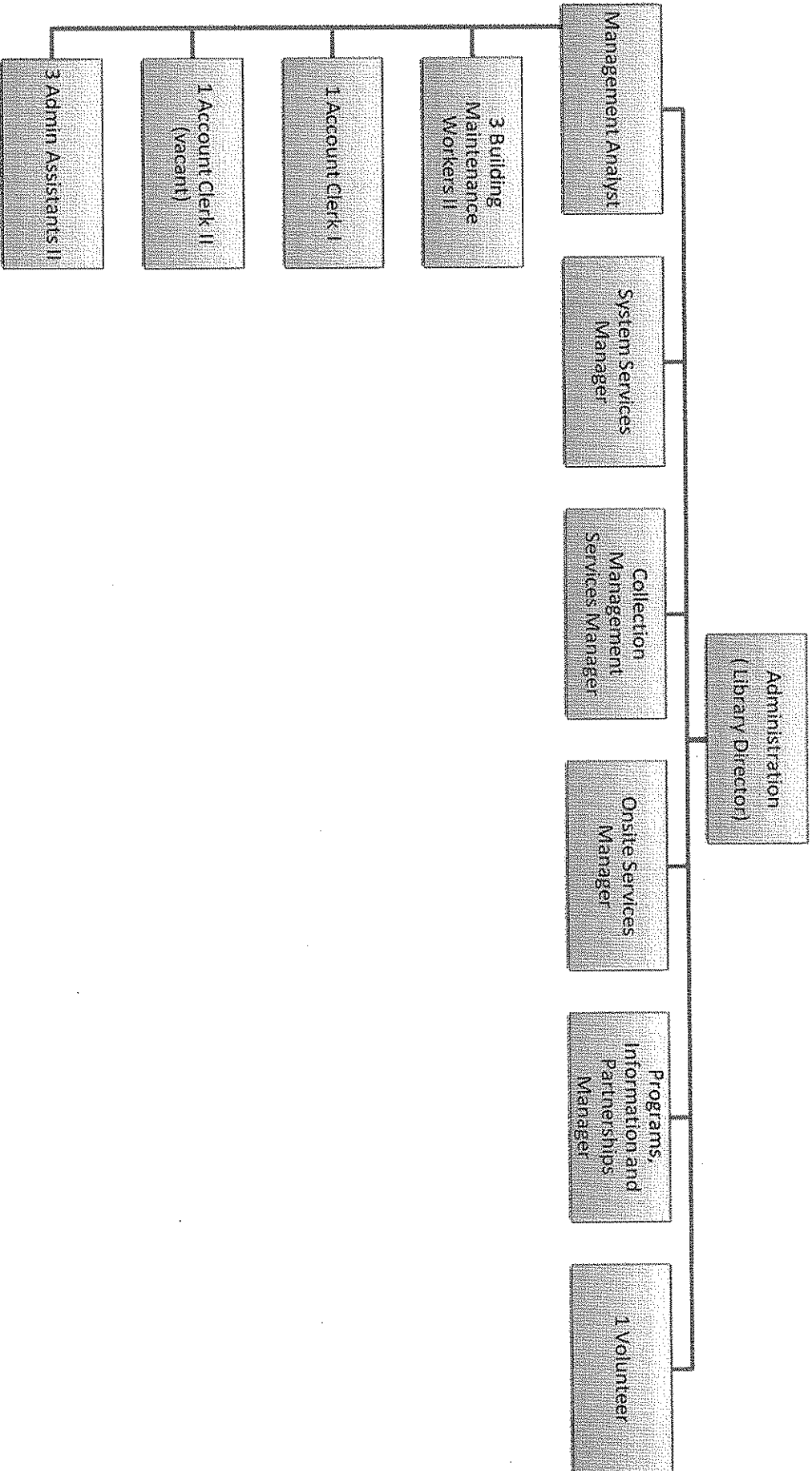
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3/6/12

Library board debates increasing hours again; director warns of deep deficits if personnel costs grow

By J.M. BROWN -- Santa Cruz Sentinel Santa Cruz Sentinel

Posted:

santacruzsentinel.com

SANTA CRUZ - The debate over whether to increase library hours is heating up again as trustees for the 10 branch city-county system await new estimates on how much the planned expansion could cost.

Library Director Teresa Landers told the Joint Powers Authority Board on Monday that increasing hours by nearly 25 percent in July - from 318 total each week to 392 - could push the system more than \$2 million into the red within four years if revenues don't grow beyond a moderate 2 percent projected each year. The system increased hours by nearly a quarter in January.

With some trustees questioning Landers' figures, the board agreed to delay a decision until at least April.

Landers said she would provide a more detailed explanation then about why the cost has increased exponentially from previous estimates, which showed the library could expand hours, secure reserves and still launch a new service model that kept smaller branches open while improving technology for the whole system. Preliminarily, however, she said it appears the cost of reclassifying positions, employee contracts and other issues unknown before the trustees approved the overhaul nearly a year ago are costlier than anticipated.

She said the library needs to make \$300,000 in adjustments to allow employees more time to do their work, which when added to the projected \$500,000 annual cost of increasing hours, has created an \$800,000 spike each year. Although she acknowledged that an increase in hours was built into previous estimates, she said it was only meant to be a goal - one that she still might support for some branches.

"I recommend that whatever option we do meets fiscally sustainable criteria," Landers said Tuesday. "We do have the money to go make the adjustments. We probably don't have the money to go to the full hours."

Currently, personnel cost \$7.4 million, or about two-thirds of the system's \$11 million budget. Landers has projected increasing hours would push the cost past \$8.5 million.

However, since expanding hours at the beginning of the year, the libraries saw an overall 3.4 percent increase in visitors in January and 13.2 percent spike in February, compared with figures from the same months last year. Landers said in-person circulation went up 2.4 percent in January and 19.8 percent in February.

County Supervisor Ellen Pirie, a library board member, said those figures demonstrate a demand for increased library access.

"I was shocked, that after all we went through, to hear, 'We don't have enough money to do this,'" Pirie said Tuesday. "I felt we had a commitment to the community."

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Library officials debated the future of libraries for months after steep deficits requiring city loans had pushed the system to reduce hours. The board approved layoffs and retirements last year to trim costs associated with adding hours back.

Board member Jim Reed, a member of the Scotts Valley City Council who is concerned about increasing hours, said Tuesday, "We've got to make sure that we are building up the reserves like we said and actually maintaining a financial sustainable library model above all before we go to the days of million-dollar deficits and inevitable service cuts."

On Monday, the board also approved eliminating a \$2.50 fee charged for failing to pick up holds, a fee that brought in only \$10,000 in revenue each year but was unpopular with patrons and required 22 clicks of a computer mouse to add to their bill. The board also approved seeking a consultant to evaluate facility needs under a contract not to exceed \$100,000.

The board will meet next at 6:30 p.m. April 9 and needs to approve its budget before July.

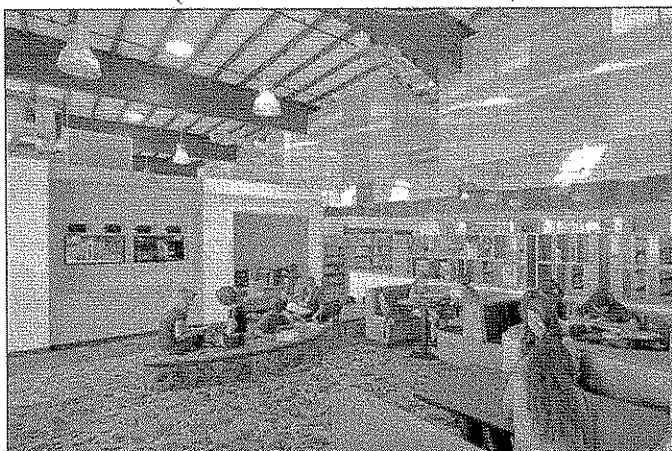
Follow Sentinel reporter J.M. Brown on Twitter

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AL focus

http://americanlibrariesmagazine.org/al_focus/

Santa Cruz (Calif.) Public Libraries, Scotts Valley Library



<http://americanlibrariesmagazine.org/sites/default/files/2012/03/web-collaborationscotts-valley.jpg>

Collaborative Learning: Scotts Valley Library occupies a former indoor roller rink. The roller rink's raised platform was renovated into the library's teen space, with booth seating that supports collaborative work and socializing. The children's library supports active learning, while small meeting rooms can be used for a variety of group activities.

Renovation

Architect: Group 4 Architecture, Research + Planning, Inc. (<http://g4arch.com>)

Size: 13,500 sq. ft. (library only), 22,600 sq. ft. (full building)

Cost: \$2.7 million

Photo: Technical Imagery Studios

Library Design Showcase 2012: Collaborative Learning ([content/library-design-showcase-2012-collaborative-learning](#))



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also appeared in the San Francisco Chronicle, San Antonio Express



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LiquidSpace Announces Partnerships and Pilot Programs with Cities of Palo Alto, Santa Cruz and San Francisco

>PRWEB.COM Newswire

Palo Alto, CA (PRWEB) March 21, 2012

LiquidSpace, the mobile application that helps everyone choose a better space to work, today announced a series of partnerships and pilot programs with the Cities of Santa Cruz, Palo Alto and San Francisco. Through these deployments, all currently in progress, LiquidSpace is helping municipal leaders to drive the utilization of their public spaces, provide their communities better places to work or collaborate, and reduce their carbon footprint by improving access to nearby workspaces.

To date, LiquidSpace has enlisted 16 government buildings, including 14 California public libraries, with 27 workspaces for employees and citizens. This includes spaces made available by local governments like San Mateo County and Sonoma County who have independently begun sharing their public facilities through the LiquidSpace web portal. LiquidSpace is also helping to connect government employees with new places to work around their communities, both public and private.

"City governments are recognizing the opportunity to make taxpayer purchased real estate assets work smarter and harder while increasing opportunities for the community to work and collaborate locally," said Mark Gilbreath, CEO and co-founder of LiquidSpace. "We have enough built-out office space on the planet to meet all of our collective needs for the next fifty years. For the first time, leaders in both the public and private sectors are working together to put this inventory to work. Why force your residents to drive elsewhere to work when you've got the space for them to do it in their hometown? LiquidSpace is thrilled to be able to facilitate these new initiatives."

The City of San Francisco's Department of the Environment just launched a pilot program with LiquidSpace to help further reduce the city's carbon footprint. Director Melanie Nutter has been leading the city's sustainability efforts and continues to set forth ambitious goals. The city, recognized as the greenest in America, has already achieved a reduction of 12% below 1990 levels and is driving to reach a 20% reduction by the end of 2012. The two biggest levers in further reductions and reaching Nutter's goals are transportation and building utilization.

"We, as government entities, must lead by example in the area of sustainable economic development policies and practices," said SF Director of the Department of the Environment, Melanie Nutter. "We're especially thrilled to partner with LiquidSpace and see tremendous potential for positive impact. Commercial real estate accounts for 55 percent of our carbon footprint, and when mobile workers can leverage spaces nearby, we can optimize that building use and shorten commutes. By helping our workers locate and connect to those great spaces that are intrinsically shared environments, LiquidSpace helps make our vision a reality."

Specifically, LiquidSpace has engaged with the City in order to share the Department of Environment's Eco-Center with the community as a place to gather and collaborate. The Eco-Center is conveniently located near the Civic Center BART station just off Market Street, and is used for educational events and trainings.

Nutter is also encouraging her team to use LiquidSpace to access spaces throughout San Francisco to support the many regular meet-ups between her team and external partners, colleagues and constituents. In the future, LiquidSpace also hopes to help the city connect city employees with working and meeting spaces across government departments to drive the utilization of the city's existing space and relieve overcrowding. Nutter hopes to learn from these initial engagements on how

Large number of Facebook friends linked to narcissism

Recommend 73 Send

Aspirin may help reduce some cancer risks

Recommend 57 Send

Albert Einstein's complete archives to be posted online

Recommend 1 Send

Azhar Ahmed to stand trial for offensive Facebook comment

Recommend 15 Send

Santorum: 'I didn't clap' for right-wing pastor Dennis Terry

Recommend 16 Send

Guggenheim cancels Berlin exhibition after receiving threats

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Op-Ed: Ontario's Ornge Air Ambulance management under fire not employees

Recommend Send

UFO information disappears from UK Ministry of Defense - again

Recommend 5 Send

Social

Recent Activity

Sign Up

Create an account or log in to see what your friends are doing.



Woman with two vaginas: 'I lost my virginity twice'

269 people recommend this.



99-year-old man to divorce wife of 77 years over affair

155 people recommend this.

Facebook social plugin

Engage

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to work with LiquidSpace to further reduce the city's carbon footprint.



In Santa Cruz, Former Mayor Ryan Coonerty and Director of Libraries, Teresa Landers, leveraged LiquidSpace to deploy workspaces and meeting rooms in 10 Santa Cruz public library locations to provide local places to work and help cut down on commutes.

"Over 30% of our local work force commutes to Silicon Valley on a daily basis, and so we've recognized the tremendous opportunity to create more opportunities for our citizens to work closer to home," said Former Mayor of Santa Cruz, Ryan Coonerty. "Supporting mobile working is absolutely vital to the economic health and well being of the community."

In Palo Alto, LiquidSpace has opened two meeting spaces in the newly renovated and beautiful downtown Public Library. The City's leadership is actively seeking opportunities to use technology specifically to foster and support the burgeoning startup community. Former Mayor Espinosa recently highlighted the unique opportunity Palo Alto has to test the latest technologies and practices right in their own city.

"Here in Palo Alto we're specifically engaging in a number of public and private partnerships with local tech companies like LiquidSpace. We not only want to support the companies that keep the Bay Area at the forefront of the technology industry, but want to use their unique products and services to support other entrepreneurs and the community as a whole," said Former Mayor of Palo Alto Sid Espinosa.

LiquidSpace recently launched an Android app and enhanced Web search interface. Their signature real-time search and immediate booking functionality now extends to over 100 venues in the Bay Area and over 1,000 workspaces across the country. These new pilot programs and partnerships represent just a sampling of the various work environments now available through LiquidSpace.

"We see amazing potential in these City pilot programs and partnerships and have high hopes for what's to come," continued Gilbreath. "We have every intention of partnering with all levels of government, from community to city to federal, to continue the pursuit of sustainable redeployment of unused real estate assets and to open up even more venues to support mobile work."

For more information on any of the above, available spokespeople include:

- Mark Gilbreath, CEO and co-founder, LiquidSpace
- Ryan Coonerty, Former Mayor of Santa Cruz
- Teresa Landers, Directory of Libraries for Santa Cruz
- Sid Espinosa, Council Member and Former Mayor of Palo Alto
- Monique LeConge, Director of Libraries for Palo Alto
- Tommy Fehrenbach, Economic Development Manager of Palo Alto
- Melanie Nutter, Director of the Department of the Environment of San Francisco

Publicly-accessible and Bookable City Venues:

- East Palo Alto Library
- Palo Alto City Library, Downtown Branch
- Portola Valley Library
- Santa Cruz Public Library, Branciforte
- Santa Cruz Public Library, Capitola
- Santa Cruz Public Library, Felton
- Santa Cruz Public Library, Garfield Park
- Santa Cruz Public Library, Live Oak

About LiquidSpace

Founded in 2010 and based in San Francisco, California, LiquidSpace is a real-time trusted-sharing marketplace for people to confidently choose a better space to work or meet by the hour or day – online or from a mobile phone.

Whether a coworking venue, business center, hotel lobby, library or private office, LiquidSpace lets people find, book, and share over 1,000 great workspaces across the US. And, businesses and government can earn more, inspire loyalty, reach prospects, and incubate new communities by sharing their extra space in the expanding LiquidSpace connected workspace ecosystem.

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Broward County Home Prices Continue to Strengthen - 1 min ago via PRWEB

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David Weinstein, Health Insurance Expert, Announces Impact of State-Sponsored Insurance Exchanges - 3 mins ago via PR Newswire

Banasa helps the Ministry of Education in Guatemala to distribute books to public schools. - 6 mins ago via PRWEB

Summit Racing Equipment Now Stocks New TrailerWare Trailer Protection Kits - 6 mins ago via PRWEB

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Les Leopold Discusses "The Footing of America" on the American Monetary Association Show - 6 mins ago via PRWEB

Timbercreek Senior Mortgage Investment Corporation March 2012 Dividend - 6 mins ago via PR Newswire

Parker Wachman LLP Questions FDA Approval of Generic Bisphosphonate Drug Boniva, as Major Bisphosphonate Side Effect Trial Enters its Second Week - 10 mins ago via PRWEB

Rock Guitar Legend Tommy Bolin Paid Tribute on "Giant Gypsy Soul" -

Email this

D Aspirin may help reduce some cancer risks

Go to top



Teresa Landers <landerst@santacruzpl.org>

5th graders like our resources!

Diane Cowen <cowend@santacruzpl.org>

Thu, Mar 8, 2012 at 10:42 AM

To: Reference Team <refer@santacruzpl.org>, Programming Team <pro@santacruzpl.org>

Cc: Metis Group <metis@santacruzpl.org>

We got this in the webmaster mail, and it is adorable. The 5th grade class made the teacher stop the lesson to email us! I included my response for your reading pleasure.

Also, these 5th graders were hoping to contribute sites they have found useful for addition to our website. I was hoping members of the reference team could evaluate these sites, then let me know if any are appropriate to include anywhere on our site. It would be nice if at least one could work out for these guys. Please let me know.

Diane

Dear Ms. McVey and class,

The library is so happy to hear from you, and we are delighted that you find the links on our website useful! Please feel free to contact us any time! We also really appreciate your suggestions for good links to add to our website. We are always looking for good resources to share with the community. I have forwarded your links to our librarians so they can evaluate them. We try to make sure that all the websites we recommend are authoritative- meaning that we know the information comes from a trustworthy source. We also try to make sure that our websites are not commercially biased- meaning that we don't want to promote sites that are trying to sell you something.

I'll write back and let you know the results of our librarian's evaluations, so you can look for your links when posted. Great to hear from you!

Sincerely,
Diane Cowen
Virtual Services Coordinator

On Wed, Mar 7, 2012 at 12:34 PM, <webmaster@santacruzpl.org> wrote:

The following message has been received from:

NAME: April McVey

PHONE NUMBER:

EMAIL ADDRESS: april@mrsmcvey.com

Hi

We have been using you page for school and we like your links. :-) Thank you for letting us use them. We had

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the awesome idea that we should send you other ones that have been useful as a thank you. Our teacher Mrs McVey thinks its very thoughtful of us and that you could maybe put them up on your page with the other ones. Thats why we are writing to you. The ones we like are

<http://www.safekids.com/quiz/>

<http://www.dltk-kids.com/safety/index.htm>

<http://www.qualityanswerservice.com/resources/call-stop-bullying>

<http://www.cheapcarinsurance.net/auto-advice-for-schools-school-bus-safety/>

<http://www.fbi.gov/fun-games/kids/kids-safety>

<http://www.legalmatch.com/government-agency-pages-kids.html>

Do you like them too? Please write back. :-)

Mrs McVey's Class

Hi, I am April McVey. The letter above is from my 5th grade class. As they mentioned, we have been using your page <http://www.santacruzpl.org/health/61> as a reference for our projects. I hope you don't think that we are out of line in contacting you, but I know it would really make their day if you could add some or all :-) of their suggestions to your list. They really like to share! They couldn't wait to write to you and we had to stop in the middle of our lesson to write this email. Anyway, please write back as soon as it is convenient for you to do so and let us know. I really appreciate that you took the time to read our email. Thank you so much.

April

=====

--
Diane Cowen
Virtual Services Coordinator
Santa Cruz Public Libraries
 [\(831\) 427-7706 ext. 7763](tel:(831)427-7706)

000085

3/15/2012 3:19 PM

March 12, 2012

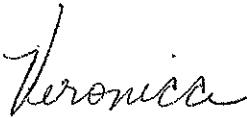
Dear Paula,

Thank you so much for doing all the organizing and arranging for Santa Cruz High School's library to host guest public librarians, Jim Tarjan, Valerie Murphy, and Brenda McElroy. They did a wonderful job teaching freshmen students in our CORE classes about the databases they have access to through Santa Cruz Public Library. It was very valuable. I'm delighted to see students continue to use those resources when they come into the library.

Would you be so kind as to deliver these thank you cards to Jim, Valerie, and Brenda? I hope we can continue this collaboration to teach high school students information literacy skills.

Appreciatively,


Veronica



Veronica Daley Zaleha
Teacher Librarian
Santa Cruz High School
vzaleha@sccs.santacruz.k12.ca.us
(831) 429-3960 ext. 400

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Teresa Landers <landerst@santacruzpl.org>

 **Fwd: SCPL Patron Comment or Suggestion: great service from Sue**

WEBMASTER SCPL <webmaster@santacruzpl.org>

Mon, Mar 19, 2012 at 5:53 PM

To: Metis Group <metis@santacruzpl.org>

Cc: Sue Smith <smiths@santacruzpl.org>

I think this is for you guys. dc

----- Forwarded message -----

From: <webmaster@santacruzpl.org>

Date: Mon, Mar 19, 2012 at 5:43 AM

Subject: SCPL Patron Comment or Suggestion: great service from Sue

To: webmaster@santacruzpl.org

The following message has been received from:

NAME: nanette dettlaff

PHONE NUMBER: 338-6273

EMAIL ADDRESS: nanfactor@earthlink.net

=====

I was unable to renew my books online on Friday, 3/16, (due 3/17) called the number on my library card which was no longer current, called the number they recommended, got the main library, Sue, and she was able to clean up the problem with my card, and also renew my books.

This is an example where employment of humans, particularly educated & experienced humans not only solves a problem unsolved by the computer/internet website, but also brings income and improved economy to our community.

Thanks, Sue, and your colleague librarians.

=====

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Teresa Landers <landerst@santacruzpl.org>

 **Fwd: SCPL Patron Comment or Suggestion: Thank you**

WEBMASTER SCPL <webmaster@santacruzpl.org>
To: Metis Group <metis@santacruzpl.org>

Sun, Mar 18, 2012 at 2:13 PM

fyi

----- Forwarded message -----

From: <webmaster@santacruzpl.org>
Date: Sun, Mar 18, 2012 at 1:40 PM
Subject: SCPL Patron Comment or Suggestion: Thank you
To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Michele Philibosian

PHONE NUMBER: 831-425-3920

EMAIL ADDRESS: hsum4@yahoo.com

Dear Library Representative:

Thank you for answering all my emails and being such a personable library employee for the public. All your help has really been appreciated over the years.

Thank you Again
Michele

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Technologizer By Harry McCracken

TECHNOLOGIZER

SXSX: The Fate of Libraries

By HARRY MCCRACKEN | @harrymccracken | March 11, 2012 | 19



HARRY MCCRACKEN / TIME.COM

Carson Block speaks at SXSW Interactive

Carson Block, who gave a SXSW Interactive talk on Saturday titled “The Great Library Swindle,” says that he’s passionate about libraries and technology. But he didn’t really need to tell his audience that. The intensity of his interest was very much on display during his talk, which was about the daunting challenges that public libraries face in the age of the Internet and digitization.

I knew it was ugly out there, but I wasn’t aware of all the details until Block went through them. Libraries are eager to jump aboard the e-book bandwagon, but major publishers such as Random House, Macmillan and Penguin are crimping their plans in multiple ways, including hiking prices, placing limits on lending policies or simply refusing to sell e-books to libraries at all.

“I’m not sure why publishers are so afraid of libraries,” he said. “We pay.”

The companies determining the future of book distribution are what Block called “the personal content superstores,” Amazon.com, Apple and Barnes & Noble. He’s not opposed to them, “but I can tell you they’re not considering libraries as their primary customer.”

Libraries, Block argued, aren’t just book-loaning facilities. They’re about also equal opportunity and community, and perhaps they should rebrand themselves as being about access, not books.

During his talk, he played sound bites of CNET reporter Brian Cooley and Bill Maher jadedly dismissing the importance of libraries. (Maher, at least, might have been joking.) But he also showed a photo of Keith Richards surrounded by books, and quoted the wizened Rolling Stone:

When you are growing up, there are two institutional places that affect you most powerfully: the Church, which belongs to God and the public library, which belongs to you. The public library is a great equalizer.

Block said that sheer apathy is one of the greatest threats that libraries face — a point that was underlined by the sparse attendance at his presentation. I’m part of the problem: I moved to San Francisco in 2002, and didn’t get around to visiting its excellent main library

until nine years later. Nevertheless, I left his presentation both inspired and worried. We’ve always needed libraries; now, more than ever, libraries need us.

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The Toronto Public Library Is Thinking About Getting Into the Ad Business

Why that's a bad idea.

By Steve Kupferman

Torontoist February 27,2012

There are some who hope Toronto can advertise its financial troubles away.

Early last year, the Toronto District School Board briefly flirted with a scheme to install ad-displaying video screens in schools, before abandoning the idea. Last summer, the TTC signaled that it might be interested in allowing corporate sponsors to name subway stations. More recently, with encouragement from the Fords, city council passed a new comprehensive sponsorship policy that will guide any future attempts to attach corporate names or logos to municipal property. And just last month, city council agreed to look into the possibility of putting billboards on city-owned buildings.

Now, at last, the ad men are coming for Toronto Public Library.

At its meeting tonight, the TPL board will consider a proposal to create an advertising policy for Toronto's libraries. The reason such a policy doesn't already exist is that the library system hasn't needed one: TPL sells some ads in its printed program guides, but otherwise it has only ever allowed sponsorships.

The idea would be to start slowly, by hiring a contractor to sell ads that would be printed on the backs of due-date slips. With that accomplished, the library would hire a consultant to look for other advertising-sales opportunities that would, in the words of library staff, "maximize revenue and minimize impacts to the delivery of core library services."

The TPL board is as politically divided as the rest of Toronto's municipal government, and the advertising idea originated when members were debating the library's 2012 budget. In its ongoing quest for efficiencies and revenue, the board wanted to exhaust all possible options for folding private-sector money into the library's chronically underfunded operating budget, and asked library staff to look into several suggestions for helping balance the books. Advertising in the library was one of them.

And sure, some ads on the backs of due-date slips aren't going to ruin the library. It's not as though the proposal is for all of us to be forced to watch 60-second commercials at the circulation desk each time we check out a book.

Even so, this is not a very good idea.

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The city agency that has historically had the most success with advertising sales—in other words, the best possible example of an ad-supported operating model for a municipal entity in Toronto—is the TTC. By selling ads on vehicles and in stations (but not on transit shelters—those belong to Astral Media, and they're a whole other story), the commission raises a considerable sum of money each year. But not as much as one might think.

The TTC doesn't profit directly from ad sales. Instead, it farms the business out to a contractor, Pattison Outdoor. Pattison sells the ads, keeps some of the money, and then gives the TTC a cut. In 2011, the TTC's budget documents put the payoff at about \$20 million. (At the time, the TTC's advertising contractor was CBS Outdoor; Pattison took over in 2012.) The commission's total expenses for the year, meanwhile, were over \$1.4 billion. The ad money is helpful, no doubt, but it's not making all the difference in helping the TTC stave off service reductions and fare hikes.

And that's the TTC, a huge agency with a captive audience. TPL, a much smaller organization with less reach, could only reasonably hope to raise a tiny fraction of that amount, and it would likely end up accounting for an even more miniscule slice of the library's total operating budget.

Another difference between the two organizations is that the TTC is in a business where selling ads is an accepted practice. That's not true of libraries. TPL staff studied other systems and found very few major municipal libraries that have any kind of advertising program. Toronto would be setting a precedent, and the board should think seriously about whether this particular thing is something they'd like our city to be known for.

And so, to recap: selling ads at TPL wouldn't significantly buffer the library system from cuts. It would, at minimum, clutter up the backs of due-date slips. It would also be an unusual strategy that would raise eyebrows in other cities. Whose interests, then, does this proposal serve?

Advertisers would get a new venue for reaching customers, so that's a modest boon for them.

The contractor who ends up selling the ads would get to pocket a lot of the revenue, so that's great for those guys.

But the biggest beneficiaries of all would be politicians who are reluctant to spend tax money where it's needed. Every proposal to privatize public assets is ultimately an attempt at easing the financial burden on voters, which can be good optics. In cases where the payoff is worth the loss of the asset, a sale isn't necessarily a bad thing. But if we're going to start selling off any part of Toronto's public libraries—even a very small part—we should make sure the price is commensurate with their value.

The price ad sales are likely to fetch is far too cheap.