



LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, July 9, 2012
Downtown Branch Library Main Meeting Room
224 Church Street, Santa Cruz CA

6:30 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA OF JULY 9, 2012
3. ORAL COMMUNICATIONS
4. MEMBER REPORTS
5. CONSENT AGENDA
 - A. Approve minutes of JUNE 11, 2012 (PG.3-8)
6. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT
7. STAFF REPORTS
 - A. Monthly Narrative Report: June 2012 (PG.9-16)
 - B. May Statistical Report (PG.17-20)
 - C. Financial Report: May Financials (PG.21-30)
 - D. Report on Educators' Focus Group on Web Resources (PG.31-34)
 - E. Award of contract for Facilities Master Plan (PG.35-54)
8. OTHER BUSINESS
 - A. Finance Committee report on State budget developments and potential impact on FY12/13 budget (oral)
 - B. Request for Direction on Comprehensive Report on Library IT

9. WRITTEN COMMUNICATIONS

- A. Articles about Santa Cruz and California Libraries (PG.55-63)
- B. Patron Written Comments (PG.64-72)
- C. Articles on Libraries Nation Wide (PG.73-81)
- D. Santa Cruz County Revised Revenue Estimates for 2011-2012 and 2012-2013 (PG.82-92)
- E. Utilities Cost Comparison (PG.93-94)
- F. Materials Budget Comparison (PG.95-101)
- G. Most Frequently Visited Websites (PG.102)

10. BOARD MEETING CALENDAR

The Board will consider its current meeting schedule and may revise it as necessary.

The August meeting is canceled.

11. NEXT MEETING

The next regularly scheduled meeting is Monday, September 10, 2012 at 6:30 p.m. at the Aptos Branch Library.

12. ADJOURN

The Library Joint Powers Authority Board will adjourn from the regularly scheduled meeting of Monday, July 9 to the next regularly scheduled public meeting on Monday, September 10 at 6:30 pm in the Meeting Room of the Aptos 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

Scotts Valley Branch Library Fireside Room
251 Kings Valley Road, Scotts Valley, CA

June 11, 2012

6:30 PM CLOSED SESSION

Chair Storey stated that there was nothing to report on the Closed Session

7:00 PM PUBLIC MEETING

I. ROLL CALL

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

Absent: Citizen Dick English, Citizen Leigh Poitinger

Staff: Marc Pimentel, Finance Director; Teresa Landers, Director of Libraries

II. APPROVAL OF MEETING AGENDA OF JUNE 11, 2012

Supervisor Pirie moved, seconded by Councilmember Terrazas

That the Board approve the Agenda of June 11, 2012

UNAN

Absent: English, Poitinger

III. ORAL COMMUNICATIONS

Janis O'Driscoll reported that the Summer Reading Program got off to a great start on June 11th and will proceed on to August 3rd.

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IV. MEMBER REPORTS

None

V. CONSENT AGENDA

Councilmember Terrazas moved, seconded by Supervisor Pirie

That the Board approve the Consent Agenda of June 11, 2012.

UNAN

Absent: English, Poitinger

A. APPROVE MINUTES OF MAY 7, 2012

That the Board approve the Minutes of May 7, 2012.

UNAN

Absent: English, Poitinger

B. APPROVE RESOLUTION ACCEPTING IMLS GRANT FOR YEAR 3 OF ILS GRANT

That the Board transfer funds and amend the FY 2011/2012 Budget in the amount of \$26,441.88 to accept the grant from the Institute of Museum and Library Services (IMLS). (Resolution #2012-13)

UNAN

Absent: English, Poitinger

C. APPROVE LIBRARY SERVICES POLICY

That the Board approve the Library Services and Use Policy. (LJPB Policy #313)

UNAN

Absent: English, Poitinger

D. LIBRARY CODE OF CONDUCT POLICY

That the Board approve the Library Code of Conduct Policy. (LJPB Policy #318)

UNAN

Absent: English, Poitinger

VI. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

- LSB Friends member Cindy Jackson reported that the Spring Book Sale on 5/25 and 5/26 grossed about \$10,000.
- The new Vicepresident is Kevin Wallace.
- The Treasurer position still needs to be filled.
- The annual Retreat is scheduled for July 14th at the Community Foundation in Aptos. The Friends are starting to collaborate on events with Shakespeare Santa Cruz and Friends of the Watsonville Library.
- Emily Huscher has been hired as the new full-time Office Administrator.
- A Sandcastle building contest took place at the LSB Beach which was covered by the Today Show.

VII. STAFF REPORTS

- A. Monthly Narrative Report: April/May.
The Board discussed the Incident Report which was included for the first time in this report as well as the Inside-Out Project.
- B. April Statistical Report and Circ per Borrower and per Visitor Data.
The Board reviewed and discussed the Statistical Report.
- C. Financial Report: April Financials
The Board reviewed the April Financial Report.
- D. Approval of FY 12/13 Budget
Director Landers reported on a number of accomplishments and challenges of the current year, which included the implementation of the new service model, a new ILS, Technology, and exceptional Partnerships and received Grants. Next year's priorities include conducting a Facilities Master Plan as well as continued evaluation and improvement of the Service Model. Finance Director Pimentel gave a detailed review of the Budget Report and responded to questions and comments from Board members.

Councilmember Terrazas moved, seconded by Supervisor Pirie

That the Board approve the attached budget for FY12/13 including the staffing resolution.

UNAN

Absent: English, Poitinger

- E. Discussion and resolution regarding land donation for Felton library. Director Landers introduced the topic followed by Supervisor Stone. The Board members discussed the information presented and also questioned architect/consultant Teall Messer. Mr. Messer described in detail challenges and problems connected with the property. Director Landers conferred with the City Attorney and is still awaiting a final response regarding legal questions connected with the Whalen Trust. Approving the transfer of money out of the Whalen Fund does not imply a commitment by the Library to start construction.

Supervisor Pirie moved, seconded by Supervisor Stone

- 1. That the LJPB authorize the Library Director to manage the preliminary review processes and to negotiate the Library's interests in any MOU necessary to transfer property ownership to the County, to consult with the City Attorney about being a party to the MOU and to bring back the MOU to the Board for review.**
- 2. Only Whalen Funds will be used to pay expenses related to these processes.**

UNAN

Absent: English, Poitinger

Supervisor Pirie moved, seconded by Supervisor Stone

That the LJPB authorize the transfer of \$27,500 from the Whalen Trust, and that it amend the FY 2011/2012 Budget. (Resolution #2012-12)

UNAN

Absent: English, Poitinger

IIIIV. WRITTEN COMMUNICATIONS

- A. Articles About Santa Cruz and California Libraries
- B. Patron Written Comments
- C. Articles on Libraries Nation Wide (N/A)
- D. PERS Letter
- E. Santa Cruz County Letter regarding RDA distributions

IX. BOARD MEETING CALENDAR

The August meeting is canceled.

Councilmember Terrazas moved, seconded by Supervisor Pirie

That the Library Joint Powers Authority Board increase the FTE for the following positions: (Resolution #2012-11)

Position #	Position Title	Previous FTE	New FTE
282-002	Library Assistant I	.75	1.00
282-001	Library Assistant I	.75	1.00
283-013	Library Assistant II	.625	1.00
283-017	Library Assistant II	.625	.75
283-020	Library Assistant II	.50	.625
283-012	Library Assistant II	.75	.80
283-022	Library Assistant II	.50	.625
283-025	Library Assistant II	.50	.625
283-023	Library Assistant II	.50	.625
283-024	Library Assistant II	.50	.625
283-016	Library Assistant II	.625	.80
283-019	Library Assistant II	.625	.80
283-014	Library Assistant II	.625	.80
283-009	Library Assistant II	.75	1.00
283-015	Library Assistant II	.625	1.00
283-018	Library Assistant II	.625	.75
283-021	Library Assistant II	.50	.625
284-002	BKM Library Asst. II	.50	.725
285-004	Information Specialist	.75	1.00
363-005	Library Assistant III	.75	1.00
363-004	Library Assistant III	.75	1.00
750-014	Librarian II	.75	1.00
363-xxx	Library Assistant III		1.00
283-xxx	Library Assistant II		.55
283-xxx	Library Assistant II		.50
283-xxx	Library Assistant II		.50

UNAN
Absent: English, Poitinger

X. NEXT MEETING

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

XI. ADJOURN

The regular meeting adjourned at 8:10 p.m.

Respectfully submitted,

Helga Smith, Clerk of the Board

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

MONTHLY REPORT FOR JUNE 2012

1. READING, LISTENING AND VIEWING FOR PLEASURE

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

The Summer Reading Program has begun and the storytime/craft is a big hit at La Selva Beach! On one of the mornings, we had 26 children busy making dream journals, singing songs, and listening to stories. What a great way to engage children in the fun of learning and being at the library!

Capitola hosted a “stuffies” sleepover for our first summer reading event. We had a number of stuffed animals frolicking over night in the library and photo proof of all their antics to pass out to their “parents” the following day. The following week the GREAT BLINDINI brought in a head count of over 168 appreciative attendees! If this kind of event attendance continues we will have to have him back to disappear some of our walls so we can fit everyone in the building!

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.

Selectors Heather Norquist and Paula Contreras met with PIC Lauren Suhd to discuss Collection Development needs for the Branciforte Branch.

At the Boulder Creek Branch, programming (Kari and Paula T.) hosted a last minute class visit from a 4th grade class from Boulder Creek Elementary on June 4th. Staff at Boulder Creek has created new book displays for adults, teens and children. Our patrons are very happy to be getting so many new materials.

Branciforte branch put up special Summer Reading book displays in the children's and adult areas. We also put up permanent JEASY “dinosaur” books and “magic school bus” displays in the children's area. This will hopefully help children locate these types of books easier. The PIC already had several parents thank her for those.

Branciforte put up a special display to honor Ray Bradbury, who passed away this month. The day this display went up, we had patron's asking about his books. They were very grateful that we had gathered items about/by him.

On June 7th, the La Selva Beach Branch sponsored a presentation by Mas Hashimoto on the Internment of Japanese-Americans during WWII. In conjunction with his presentation, we displayed a variety of materials for adults and juveniles on the subject. A special thanks to Sue Graziano for sending us a wonderful collection of materials from the Downtown Branch.

LSB also created a book display entitled “Celebrate Diversity” in recognition of Gay Pride Month. Included were books and videos honoring a diversity of cultures and lifestyles.

Capitola continues to “market” some of our lesser known titles within the stacks, with mini –displays through out. We have gotten a lot of positive feedback from patrons who are discovering books they might not have otherwise looked at. We have created a NEW TITLES FOR TEENS display in our young adult collection to highlight the latest acquisitions and this too is proving to be a popular display. We can’t seem to keep it filled fast enough!

Capitola is a busy branch during the summer months with both locals and tourists stopping by to use the internet and peruse the stacks. With this in mind we have created a “READ LOCAL” display that features local authors, and lots of information about local sites in Santa Cruz county. The history of Capitola and Soquel have both been popular with our locals and many of our out of town visitors are making use of the bike maps and handouts we have acquired from the chamber of commerce.

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

Heather Norquist created a webography of Dystopian Fiction for Teens and added it to the booklists on the Teen page of our website.

2. LIFELONG LEARNING

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

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

On May 26th, (a holiday weekend), 69 people braved the cold and misty weather to attend Shakespeare to Go’s production of Twelfth Night in Boulder Creek’s Amphitheater. (See photos on the library’s Facebook page). Generous playgoers donated almost \$80 to the Friends of Boulder Creek who sponsored the event. Summer Reading began on June 11th.

Boulder Creek has Wednesday morning Family Time with stories, songs and crafts with Kari and teen video gaming with Sandi on Fridays. We also presented the movie, A Bug’s Life (bring your dinner and snacks!) on June 19th and The Great Blindini on June 20th. 49 children and 39 adults (that’s 88 people, people!!) attended Blindini’s magic show. As children sign up for Summer Reading at Boulder Creek they can choose a die cut to decorate and sign to be added to our Summer Reading banner. We are also encouraging children to write the titles of the books they have read on strips of colorful paper to be made into a (hopefully long) bookworm.

The Great Blindini came to the Branciforte Branch on June 21st. There were about 60 people who came. They loved him.

As previously mentioned, the La Selva Beach Branch had the honor of having Mas Hashimoto speak on the subject of the Internment of Japanese-Americans during WWII. Mas is a retired Watsonville High School history teacher. He was 4 years old when he and his family were interned at Poston. His slide show included a number of photographs, political cartoons, and newspaper headlines portraying the lives of the prisoners in the camps and the zeitgeist of the times. The presentation, which wove together both the personal and political, was extremely moving and informative. More than 60 people attended.

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.

We added the Mango Language Learning program to our selection of databases. Mango is a self-paced, intuitive language learning program offering instruction in 45 foreign languages and ESL taught in 15 languages.

La Selva Beach and Boulder Creek received new public internet and catalog computers!

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.

Heather Norquist worked with Maryanne Robb, principal of Bay View School, who was looking for a way to give her ESL students an opportunity to listen to audiobooks in English during the summer to increase their literacy skills while participating in the Summer Reading Program. They determined that Playaways would be the most accessible format for these students, so Heather prepared an order of 80 titles focusing on fiction for early elementary aged children.

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

The Friends of Boulder Creek met at the Boulder Creek Branch on June 2nd and stuffed envelopes with letters to prospective members; set October dates for a fundraising booksale (10/6) and a pumpkin carving event (10/27) and discussed future programming ideas.

La Selva Beach hosts 2 book discussion groups every month. The books chosen for June were: "Cat's Table" by Michael Ondaatje and "11/22/63" by Stephen King.

The Library achieved its Kickstarter goal of \$5,000 on July 2, 2012. This means we will have the 10x10 posters for the Inside/Out Art project and voting will take place to decide who these will be. Congratulations to Mariah, Janis and the Community of Supporters.

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

Although libraries and sand do not usually make a good combination, on June 9th, the La Selva Beach Branch broke through the “sand barrier” with a Sand Sculpture Workshop. The Friends of LSB sponsored the event with the assistance of the library’s Programming Team. Over 100 people of all ages came to learn sand sculpting techniques from Kirk Rademaker, aka “The Sand Guy”. (We are not talking about your average sand castle here folks!) Families, friends, and community gathered at the beautiful LSB beach on a perfect sunny day to experience the pleasure of playing in the sand. The Today Show had a film crew there as did Santa Cruz’s very own Community T.V. What better way to kick off the summer than a day at the beach!

D. Volunteers will be used effectively.

Volunteers at Branciforte are wonderful. However, when life happens to them, they don’t show up. There are certain things that we rely on them to do at the branch, for example, dealing with the donations and the bulletin boards. If they miss a week, we get a huge pile of books and notices.

Since the beginning of June, volunteers have contributed 21 hours in CMS, doing book mending and covering. Because CMS staff is busy with recent receipts, volunteer help getting damaged items back to branches is very appreciated.

Capitola has a full staff of very dedicated volunteers who take care of the majority of our route ins, as well as handle both periodicals processing and do some shelving. We have on average 22 hours of volunteers a week who are vital to the running of our branch. We have 2 autistic young men who come once a week with a helper who are turning out to be excellent and enthusiastic shelvees.

4. WELCOMING PLACE

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

Now that the hot weather is here in Boulder Creek, Daniel of Building Maintenance, installed sun awnings on the deck to create shade for our patrons who enjoy sitting outside. Boulder

Creek’s septic holding tank was pumped on June 20th.

It must be summer- on June 20th it was 8 weeks since the tank needed pumping (in winter it’s been every 2 – 3 weeks or so).

Branciforte is trying to find a way to get rid of the very top shelf of large print books. We’ve had several complaints from patrons that the shelves are way too high for the average person. We are also continuing to update signage at the branch so that items are easier to locate.

Capitola was the unexpected host to an "Outsider Art" show in the form of neon pink graffiti sprayed on our windows.. The ever vigilant Capitola Parks and Rec, however, made short work of it (everyone's a critic!) and cleaned it up pronto.

The responses to the RFP for the Facilities Master Plan were reviewed and Group4 Architects has been selected for their ability to meet the specific needs of this project within the financial limits.

The City of Santa Cruz is doing a trial of a security guard patrolling the City Hall campus for one month from 7am-5pm 7 days per week. The Library is included in this trial. It started around June 22 and in one week there is a noticeable difference both inside and outside the Library. Staff and public are all very pleased with this service and several emails have been received to that effect.

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

A focus group to discuss the Library's web based resources was held with educators from throughout the County and representing all levels of k-12. The findings and recommendations from this discussion are found in a separate report included in the June LJPB packet.

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

5. FINANCIAL SUSTAINABILITY

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

The Library is on track to end the 11/12 fiscal year with about \$2.5 million in fund balance.

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

The 12/13 budget was approved and seems to have avoided being adversely affect by developments in the State budget. This means the budget will be implemented with remediation in place for areas where the new service model is not working very well and hours will be added at 6 of the 10 branches beginning in September. The budget also earmarks possible funding for short term recommendations from the Facilities Master Plan.

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

The funding for remediation will support the organizational and operating structure.

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

Teresa did her annual report to the Santa Cruz City Council and the Santa Cruz County Board of Supervisors as part of each organization's annual budget hearings.

6. ORGANIZATIONAL READINESS

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

Heather Norquist facilitated webinars for staff on OneClickdigital audiobooks, Mango language learning, and Small Business Reference Center.

Staff in the CMS division took all or parts of the four-part Infopeople's Basic Cataloging and Classification course.

Cathy Landis and Jonell Jel'enedra attended Preventing Workplace Harassment, a mandatory training session for supervisors, on May 31st.

Several staff attended the American Library Association annual Conference in Anaheim. This is a wonderful opportunity to attend educational sessions, get training from vendors, see what's new and exciting, meet vendors face to face and build relationships as well as interact with colleagues from around the U.S.

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

Elaine Andersen, from the CMS division, completed the eight-course City Employee and Leadership Development Program (Supervisor Training).

Heather Pereira is co-chairing the Future of Libraries conference.

The following letter was received by CMS division cataloger, Hui-Lan Titangos. Hui-Lan has a very international perspective and has given papers at conferences as far away as China on library innovations and cataloging. While this article was written in 2006 and staff and workflows have changed a lot in the intervening years, it is still timely and provides librarians in other parts of the world with ideas on how to make library services more accessible to people today as can be seen by this comment sent to Hui-Lan this past May. However much things have changed in the past years, the same spirit still exists at SCPL to continue to provide services best suited for everyone in our community using best practices and up-to-date technology.

On Sun, May 6, 2012 at 11:42 PM, Małgorzata Filipczak
<malgorzata.filipczak@sunlib.p.lodz.pl> wrote: Dear Hui-Lan and dear Deborah,
I have found your article "Library Innovations in the 21st Century: An International Perspective" on the Internet at <http://www.white-clouds.com/iclc/cliej/cl23TitangosJan.htm>

I like this article, it touches problems we experience in Poland, too. Would you allow me to translate it into Polish and place in the free librarians' online journal "Bulletin EBIB" (<http://www.nowyebib.info/>)?

I am interested in library education and popularization of electronic resources, so I can understand the importance of the subject. I do appreciate your article, thank you for publishing it and for its wide horizons.

Kind regards

Malgorzata Filipczak

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

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

REPORTED INCIDENTS JUNE 4-JULY 3, 2012

Location														Police Called
Date	APT	BC	B40	CAP	DTN	FTN	GP	HQ	LSB	LO	SV	Time	General Brief Description	Police Called
06/05/12					1							4:40pm	Small group of men smoking marijuana outside library office	yes
06/07/12							1					8:00a,m	noticed the screen on two office windows on 2nd floor of HDQ bldg were cut and pulled away from the window frames..	yes
06/12/12					1							6:30pm	Smelly patron	no
06/14/12					1							2:30pm	Male patron bathing in bathroom	no
06/17/12					1							5pm	6 non system books found soiled with feces	no
06/19/12					1							2:55pm	man masterbating on city hall property	yes
06/18/12					1								verbal altercation amount two internet users.	no
06/25/12					1							4:55pm	Male Patron viewing porn	no
06/25/12					1							12:05 PM	Man outside yelling obscenities	no
06/26/12					1							2:45pm	Altercation between 2 male patrons	no
06/26/12					1							3:45pm	Patron's bike seat stolen	yes
06/27/12					1							10:30am	Man outside plugging a device into electrical by front door	no
06/27/12					1							12:30pm	Lock used for dumpster stolen	no
06/27/12					1							11:30am	Patron in Genealogy playing loud music through his headphone, responded aggressively when asked to turn down the music, then was asked to leave and 1day cooling off period was given	no

May	Circulation			Visitors			Circ/ Open Hr			Visitors/ Open Hr		
	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change
Aptos	15,617	22,903	47%	11,001	12,242	11%	95	117	23%	67	62	-7%
Boulder Creek	3,074	4,371	42%	2,236	2,760	23%	34	34	1%	25	22	-12%
Branciforte	5,075	8,011	58%	5,300	7,049	33%	65	64	-2%	68	56	-18%
Capitola	7,270	9,065	25%	4,605	4,995	8%	76	60	-21%	48	33	-31%
Downtown	39,647	46,345	17%	30,087	33,658	12%	195	194	0%	148	141	-5%
Felton	2,122	2,169	2%	1,359	1,553	14%	33	24	-28%	21	17	-19%
Garfield Park	1,875	3,224	72%	2,202	2,888	31%	24	37	52%	28	33	16%
La Selva Beach	1,023	1,541	51%	1,282	2,034	59%	17	17	-1%	21	22	5%
Live Oak	13,706	14,729	7%	10,740	9,570	-11%	105	118	12%	83	77	-7%
Scotts Valley	10,295	22,668	120%	8,726	15,759	81%	70	116	66%	59	80	36%
Outreach	2,674	3,192	19%	1,282	1,436	12%						
Subtotal	102,378	138,218	35%	78,820	93,944	19%	713	779	9%	567	543	-4%
online renewals												
ebooks												
e-audio												
TOTAL	102,378	138,218	35%	78,820	93,944	19%	713	779	9%	567	543	-4%
website hits	371,521	508,538	37%	110,810	126,348	14%						

	Circulation			Visitors			Circ/Open Hr			Visitors/Open Hr		
	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change
March	21,693	25,827	19%	13,201	12,319	-7%	132	132	0%	80	63	-22%
Aptos	4,105	5,151	25%	2,705	2,520	-7%	45	40	-11%	30	20	-34%
Boulder Creek	6,126	9,037	48%	5,708	7,493	31%	79	72	-9%	73	59	-19%
Branciforte	8,532	10,413	22%	5,865	6,336	8%	89	69	-22%	62	42	-31%
Capitola	43,696	55,605	27%	33,995	38,688	14%	215	233	8%	167	162	-3%
Downtown	1,933	2,874	49%	1,132	2,086	84%	30	31	5%	17	23	30%
Felton	2,468	3,748	52%	3,267	3,097	-5%	32	43	35%	42	35	-16%
Garfield Park	1,240	1,458	18%	1,453	1,795	24%	20	16	-22%	24	20	-19%
La Selva Beach	14,984	14,698	-2%	9,762	9,228	-5%	115	118	2%	75	74	-2%
Live Oak	16,612	23,886	44%	9,380	15,759	68%	113	122	8%	64	80	26%
Scotts Valley	3,229	3,185	-1%	1,806	1,214	-33%						
Outreach	124,598	155,882	25%	88,274	100,535	14%	869	875	1%	634	578	-9%
Subtotal												
online ☐ renewals												
ebooks												
e-audio												
TOTAL	124,598	155,882	25%	88,274	100,535	14%	869	875	1%	634	578	-9%
website hits	399,273	568,755	42%	115,328	134,626	17%						
April	18,177	22,862	26%	10,695	10,070	-6%	110	128	16%	65	57	-13%
Aptos	2,870	4,161	45%	2,082	2,470	19%	32	39	23%	23	23	1%
Boulder Creek	4,891	7,086	45%	5,113	6,499	27%	63	66	5%	66	60	-8%
Branciforte	7,038	8,572	22%	5,185	4,775	-8%	74	68	-8%	54	38	-30%
Capitola	36,972	48,667	32%	28,377	33,713	19%	182	219	21%	139	152	9%
Downtown	1,497	2,256	51%	1,082	1,429	32%	23	30	29%	17	19	13%
Felton	1,919	3,069	60%	2,629	2,848	8%	25	38	56%	34	36	6%
Garfield Park	959	1,367	43%	1,188	1,706	44%	16	18	14%	20	22	15%
La Selva Beach	11,989	15,245	27%	8,424	9,912	18%	92	115	25%	65	75	16%
Live Oak	13,507	21,905	62%	9,165	16,251	77%	92	123	34%	62	91	47%
Scotts Valley	2,676	3,151	18%	1,844	1,348	-27%						
Outreach	102,495	138,341	35%	75,784	91,021	20%	707	845	19%	544	573	5%
Subtotal												
online ☐ renewals												
ebooks												
e-audio												
TOTAL	102,495	138,341	35%	75,784	91,021	20%	707	845	19%	544	573	5%
website hits	353,410	499,943	41%	102,355	123,884	21%						

	Circulation			Visitors			Circ/Open Hr			Visitors/Open Hr		
	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change
January	19,197	23,695	23%	11,330	10,317	-9%	117	135	15%	69	59	-15%
Aptos	3,457	4,181	21%	2,089	2,272	9%	38	35	-7%	23	19	-16%
Boulder Creek	5,203	8,914	71%	4,964	5,842	18%	67	74	11%	64	49	-24%
Branciforte	7,827	9,436	21%	5,659	5,440	-4%	82	68	-17%	59	39	-34%
Capitola	43,908	53,475	22%	31,819	31,902	0%	216	248	15%	156	148	-5%
Downtown	1,736	2,826	63%	1,071	1,587	48%	27	34	26%	16	19	15%
Felton	2,173	2,954	36%	2,647	2,688	2%	28	37	33%	34	34	-1%
Garfield Park	1,018	1,521	49%	1,141	1,547	36%	17	18	8%	19	18	-2%
La Selva Beach	14,161	13,598	-4%	10,761	8,493	-21%	109	116	7%	83	73	-12%
Live Oak	14,863	20,818	40%	10,114	14,760	46%	101	118	17%	69	84	22%
Scotts Valley	2,808	2,917	4%	1,824	1,370	-25%						
Outreach	116,351	144,335	24%	83,419	86,218	3%	800	883	10%	592	541	-9%
Subtotal												
online <input type="checkbox"/> renewals												
ebooks												
e-audio												
TOTAL	116,351	144,335	24%	83,419	86,218	3%	800	883	10%	592	541	-9%
website hits	383,365	527,072	37%	109,903	127,092	16%						
February	18,092	22,640	25%	11,009	10,800	-2%	110	129	17%	67	61	-8%
Aptos	3,069	4,547	48%	2,082	2,934	41%	34	39	14%	23	25	9%
Boulder Creek	5,582	8,289	48%	5,331	6,913	30%	72	70	-2%	68	59	-14%
Branciforte	7,683	9,271	21%	5,409	5,964	10%	81	66	-18%	57	42	-25%
Capitola	38,804	49,729	28%	28,353	33,503	18%	191	230	21%	139	155	11%
Downtown	1,650	2,520	53%	1,286	1,744	36%	25	30	18%	20	21	5%
Felton	2,067	2,929	42%	2,785	2,780	0%	27	37	38%	36	35	-3%
Garfield Park	1,014	1,335	32%	1,286	1,851	44%	17	16	-5%	21	22	4%
La Selva Beach	12,409	12,420	0%	9,602	9,024	-6%	95	104	8%	74	75	2%
Live Oak	13,923	19,913	43%	9,918	13,485	36%	95	113	20%	67	77	14%
Scotts Valley	2,885	2,633	-9%	1,559	1,232	-21%						
Outreach	107,178	136,226	27%	78,620	90,230	15%	745	833	12%	572	572	0%
Subtotal												
online <input type="checkbox"/> renewals												
ebooks												
e-audio												
TOTAL	107,178	136,226	27%	78,620	90,230	15%	745	833	12%	572	572	0%
website hits	351,525	512,433	46%	101,444	122,298	21%						

	Circulation			Visitors			Circ/Visitors			Circ/Visitors/Opn Hr		
	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change
November	19,284	20,655	7%	13,913	8,659	-38%	117	125	7%	84	53	-38%
Aptos	3,566	3,972	12%	2,224	1,937	-13%	39	44	12%	24	21	-13%
Boulder Creek	5,044	7,452	48%	4,597	4,895	6%	65	96	48%	59	63	6%
Branciforte	7,516	8,307	11%	4,603	4,628	1%	79	87	11%	48	49	1%
Capitola	40,879	47,641	17%	26,840	28,005	4%	201	234	17%	132	138	4%
Downtown	1,833	2,372	29%	1,025	821	-20%	28	36	29%	16	13	-20%
Felton	2,052	2,392	17%	1,977	2,358	19%	26	31	17%	25	30	19%
Garfield Park	909	1,245	37%	1,608	1,048	-35%	15	21	37%	27	17	-35%
La Selva Beach	13,216	13,403	1%	10,057	8,558	-15%	102	103	1%	77	66	-15%
Live Oak	11,922	19,088	64%	10,676	12,403	16%	79	129	64%	72	84	16%
Scotts Valley	3,250	2,721	-16%	2,267	1,208	-47%						
Outreach	109,161	129,228	18%	79,787	74,520	-7%	750	906	21%	565	533	-8%
Subtotal												
online <input type="checkbox"/> renewals												
ebooks												
e-audio												
TOTAL	109,161	129,228	18%	79,787	74,520	-7%	750	906	21%	565	533	-8%
website hits	350,443	416,930	19%	101,784	105,162	3%						
December	16,442	20,468	24%	8,924	7,953	-11%	100	124	24%	54	48	-11%
Aptos	3,206	3,224	1%	1,893	1,517	-20%	35	35	1%	21	17	-20%
Boulder Creek	4,679	6,737	44%	4,465	4,095	-8%	60	86	44%	57	53	-8%
Branciforte	5,684	8,389	48%	3,957	4,591	16%	60	88	48%	42	48	16%
Capitola	37,335	46,660	25%	25,579	25,751	1%	183	229	25%	126	126	1%
Downtown	1,512	2,600	72%	964	932	-3%	23	40	72%	15	14	-3%
Felton	2,113	2,639	25%	2,981	2,866	-4%	27	34	25%	38	37	-4%
Garfield Park	655	1,259	92%	1,098	1,241	13%	11	21	92%	18	20	13%
La Selva Beach	12,185	12,046	-1%	8,480	7,365	-13%	94	93	-1%	65	57	-13%
Live Oak	13,241	16,065	21%	8,118	9,176	13%	90	109	21%	55	62	13%
Scotts Valley	2,522	2,295	-9%	1,418	1,102	-22%						
Outreach	99,574	122,382	23%	67,877	66,589	-2%	683	859	26%	491	483	-2%
Subtotal												
online <input type="checkbox"/> renewals												
ebooks												
e-audio												
TOTAL	99,574	122,382	23%	67,877	66,589	-2%	683	859	26%	491	483	-2%
website hits	336,973	432,813	28%	97,308	106,311	9%						

LIBRARY JOINT POWERS AUTHORITY COMBINED BALANCE SHEET JPA FUND AND ACCOUNT GROUPS MAY 2012		
	JPA	Total
Assets		
Pooled cash	1,543,373.20	
Pooled cash interest receivable	3,600.55	
Other interest receivable	58.03	
Taxes receivable - current	484,770.96	
Accounts receivable	428,530.10	
Internal investment & loan receivable	8,757.08	
Infrastructure	579,683.02	
Accumulated depreciation - infrastructure	(217,892.43)	
Lease improvements - buildings	2,018,031.67	
Accumulated depreciation - lease imp-buildings	(1,134,478.51)	
Machinery and equipment	1,648,085.10	
Accumulated depreciation - machinery & equip	(1,515,684.36)	
Software	3,983.14	
Accumulated depreciation-software	(3,983.14)	
Construction in progress	71,353.85	
Total Assets	3,918,188.26	
Liabilities		
Accounts payable	124,819.41	
Sales tax payable	1,221.10	
Deferred grant revenue - unearned	3,097.84	
Unclaimed funds	595.75	
Payable to the County - noncurrent	80,586.11	
Other intergovernmental payable-noncurrent	307,170.11	
Total Liabilities	517,490.32	
Equities		
Unreserved, undesignated fund balance	1,843,426.82	
Committed - cash flow/unexpected expenditures	495,929.00	
Investment in capital assets - Library	1,449,098.34	
Reserved for long-term debt	(387,756.22)	
Total Equities	3,400,697.94	
Total Liabilities and Equities	3,918,188.26	

LIBRARY JOINT POWERS AUTHORITY						
COMBINED BALANCE SHEET						
SPECIAL FUNDS						
MAY 2012						
Fund #	956	960	961	Spec Funds		
Fund Description	Technology	Felton	Vehicle Replacement	Total		
Assets						
Pooled cash	4,786.86	1,138.23	73,823.43	79,748.52		
Pooled cash interest receivable	12.24	2.91	124.59	139.74		
Internal investment and loan receivable	41.24	9.80	-	51.04		
Total Assets	4,840.34	1,150.94	73,948.02	79,939.30		
Equities						
Unreserved, undesignated fund balance	4,840.34	1,150.94	73,948.02	79,939.30		
Total Equities	4,840.34	1,150.94	73,948.02	79,939.30		

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LIBRARY JOINT POWERS AUTHORITY										
COMBINED BALANCE SHEET										
TRUST FUNDS										
MAY 2012										
Fund #	931	932	933	934	935	936	937	Trust Funds		
Fund Description	McCaskill Loc Hts	McCaskill Vis Imp	Finkeldey	Whalen	Leet-Corday	Morley	Hale	Total		
Assets										
Pooled cash	255,561.77	236,308.08	9,349.56	147,344.56	89,403.56	12,322.07	70,254.24	820,543.84		
Pooled cash interest receivable	653.63	604.37	23.91	369.83	228.69	31.53	179.77	2,091.73		
Internal investment and loan receivable	2,241.82	2,116.62	82.07	1,221.52	721.48	-	-	6,383.51		
Total Assets	258,457.22	239,029.07	9,455.54	148,935.91	90,353.73	12,353.60	70,434.01	829,019.08		
Equities										
Net assets held in trust-library prog	258,457.22	239,029.07	9,455.54	148,935.91	90,353.73	12,353.60	70,434.01	829,019.08		
Total Equities	258,457.22	239,029.07	9,455.54	148,935.91	90,353.73	12,353.60	70,434.01	829,019.08		

Revenue Status Report
 Library Revenue Report
 CITY OF SANTA CRUZ
 5/1/2012 through 5/31/2012

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 Prct Rcvd

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	484,770.96	5,445,355.30	56,174.70	98.98
Total TAXES	5,501,530.00	484,770.96	5,445,355.30	56,174.70	98.98
951-43000 INTERGOVERNMENTAL					
951-36-00-0000-43210 State operating grants and contributions	0.00	0.00	14,177.00	-14,177.00	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	4,711,122.43	434,977.57	91.55
951-36-55-3531-43210 State operating grants and contributions	2,500.00	627.00	2,177.98	322.02	87.12
951-36-55-3560-43190 Federal grants - other	17,756.00	0.00	3,956.00	13,800.00	22.28
951-36-55-3560-43210 State operating grants and contributions	0.00	0.00	4,800.00	-4,800.00	0.00
Total INTERGOVERNMENTAL	5,166,356.00	429,157.10	4,750,904.41	415,451.59	91.96
951-44000 CHARGES FOR SERVICES					
951-36-00-0000-44613 Internet use fee	4,100.00	449.30	4,291.16	-191.16	104.66
951-36-00-0000-44630 Room rentals-library JPA	2,500.00	120.00	2,717.00	-217.00	108.68
951-36-00-0000-44901 Photocopy fee	7,000.00	867.90	7,067.35	-67.35	100.96
Total CHARGES FOR SERVICES	13,600.00	1,437.20	14,075.51	-475.51	103.50
951-45000 FINES AND FORFEITS					
951-36-00-0000-45131 Library fines	200,000.00	18,303.58	161,114.73	38,885.27	80.56
951-36-00-0000-45132 Lost library items	25,000.00	1,083.99	12,704.03	12,295.97	50.82
Total FINES AND FORFEITS	225,000.00	19,387.57	173,818.76	51,181.24	77.25

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Revenue Status Report
 Library Revenue Report
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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	0.00	1,080.33	11,761.69	-11,761.69	0.00
		Pooled cash and investment interest					
		951-00-00-0000-46190	4,096.00	58.03	2,545.12	1,550.88	62.14
		Interest earnings - other					
		951-00-00-0000-46620	0.00	197.56	247.60	-247.60	0.00
		Internal investment & loan int receipts					
		951-00-00-0000-46910	8,500.00	0.00	6,518.64	1,981.36	76.69
		Miscellaneous operating revenue					
		951-00-00-0000-46990	0.00	0.00	22,303.44	-22,303.44	0.00
		Miscellaneous non-operating revenue					
		951-36-00-0000-46303	12,000.00	0.00	17,214.72	-5,214.72	143.46
		Donations - library					
		951-36-00-0000-46309	100,000.00	-26.88	26,000.12	73,999.88	26.00
		Donations - library - Friends of the Lib					
		951-36-00-0000-46916	0.00	-5.57	188.91	-188.91	0.00
		Cash over/short					
		Total MISCELLANEOUS REVENUES	124,596.00	1,303.47	86,780.24	37,815.76	69.65
		OTHER FINANCING SOURCES					
		951-49000					
		951-00-00-0000-49122	55,190.00	0.00	15,190.00	40,000.00	27.52
		From Library Private Trust Fund					
		951-00-00-0000-49191	9,959.00	0.00	10,036.41	-77.41	100.78
		Intra-entity fund transfer in					
		Total OTHER FINANCING SOURCES	65,149.00	0.00	25,226.41	39,922.59	38.72
		Grand Total	11,096,231.00	936,055.30	10,496,160.63	600,070.37	94.59

Expenditure Status Report
Library Expenditure Report
CITY OF SANTA CRUZ
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951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-52000						
SERVICES						
951-36-50-3510-52135	7,644.00	0.00	7,880.00	0.00	-236.00	103.09
Financial services - outside						
951-36-50-3510-52199	130,000.00	0.00	10,000.00	0.00	120,000.00	7.69
Other professional & technical services						
951-36-50-3510-52240	4,020.00	367.61	2,818.94	0.00	1,201.06	70.12
Office equipment operation/maint						
951-36-50-3510-52248	16,000.00	0.00	10,100.00	4,094.00	1,806.00	88.71
Software maintenance services						
951-36-50-3510-52302	4,000.00	0.00	514.91	0.00	3,485.09	12.87
Travel and meetings						
951-36-50-3510-52402	42,600.00	7,100.00	38,050.00	0.00	3,550.00	91.67
Telecommunications service - internal						
951-36-50-3510-52403	3,300.00	136.25	1,641.90	0.00	1,658.10	49.75
Telecommunications service - outside						
951-36-50-3510-52933	14,774.00	0.00	10,440.00	0.00	4,334.00	70.66
Liability insurance/surety bonds-outside						
951-36-50-3510-52961	17,250.00	355.00	14,434.00	0.00	2,816.00	83.68
Dues and memberships						
951-36-50-3510-52971	100.00	1.18	46.33	0.00	53.67	46.33
Printing and binding-internal						
951-36-50-3510-52972	3,900.00	0.00	5,071.55	0.00	-1,171.55	130.04
Printing and binding-outside						
951-36-50-3540-52135	560,000.00	42,457.59	491,323.70	0.00	58,676.30	89.33
Financial services - outside						
951-36-51-3520-52131	10,000.00	724.96	6,418.47	2,105.20	1,476.33	85.24
Claims management services - outside						
951-36-51-3520-52244	1,680.00	0.00	0.00	0.00	1,680.00	0.00
Other equipment operation/maintenance						
951-36-51-3520-52248	46,320.00	448.48	32,003.70	0.00	14,316.30	69.09
Software maintenance services						
951-36-51-3520-52302	100.00	0.00	17.00	0.00	83.00	17.00
Travel and meetings						
951-36-51-3520-52972	2,500.00	0.00	580.48	0.00	1,919.52	23.22
Printing and binding-outside						
951-36-52-3530-52240	1,500.00	0.00	248.00	0.00	1,252.00	16.53
Office equipment operation/maint						
951-36-52-3530-52244	2,180.00	0.00	610.42	0.00	1,569.58	28.00
Other equipment operation/maintenance						
951-36-52-3530-52302	2,150.00	182.68	1,064.41	0.00	1,085.59	49.51
Travel and meetings						
951-36-52-3530-52972	4,000.00	275.68	3,644.11	0.00	355.89	91.10
Printing and binding-outside						
951-36-53-3515-52201	66,640.00	4,569.33	51,143.55	0.00	15,496.45	76.75
Water, sewer and refuse						
951-36-53-3515-52211	125,000.00	7,628.00	82,491.06	0.00	42,508.94	65.99
Janitorial services						
951-36-53-3515-52223	111,000.00	10,193.35	49,013.63	0.00	61,986.37	44.16
Vehicle operation charges - internal						
951-36-53-3515-52246	183,800.00	10,198.67	158,434.80	12,124.90	12,240.30	93.34
Building and facility o & m - outside						
951-36-53-3515-52247	17,000.00	6,377.08	8,861.03	200.00	7,938.97	53.30
Landscaping maintenance services						
951-36-53-3515-52261	312,530.00	25,938.11	287,171.45	0.00	25,358.55	91.89
Equipment, building and land rentals						
951-36-53-3515-52302	150.00	0.00	0.00	0.00	150.00	0.00
Travel and meetings						
951-36-53-3515-52932	17,050.00	2,841.66	15,629.13	0.00	1,420.87	91.67
Liability insurance/surety bonds-internal						
951-36-53-3515-52933	36,506.00	0.00	25,714.00	0.00	10,792.00	70.44
Liability insurance/surety bonds-outside						
951-36-54-3550-52199	108,000.00	6,585.00	39,291.50	16,609.50	52,100.00	51.76
Other professional & technical services						

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Expenditure Status Report
 Library Expenditure Report
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951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prc't Used
951-36-54-3550-52248	169,835.49	13,855.35	75,613.15	500.00	93,722.34	44.82
951-36-54-3550-52249	91,700.00	1,194.99	43,355.15	1,005.30	47,339.55	48.38
951-36-54-3550-52302	1,350.00	293.04	1,258.20	0.00	-91.80	93.20
951-36-54-3550-52403	73,234.00	19,059.86	145,497.13	16,013.66	-88,276.79	220.54
951-36-55-3560-52304	70,606.00	2,170.59	43,266.30	0.00	27,339.70	61.28
951-36-55-3560-52306	9,000.00	0.00	0.00	0.00	9,000.00	0.00
951-36-55-3560-52308	3,000.00	0.00	0.00	0.00	3,000.00	0.00
951-36-55-3560-52960	6,500.00	1,200.25	6,380.93	0.00	119.07	98.17
951-36-55-3560-52972	2,266,919.49	155,781.61	1,672,028.93	52,651.56	542,239.00	76.08
Total SERVICES						
951-53000						
SUPPLIES						
951-36-50-3510-53101	8,000.00	154.69	2,827.06	0.00	5,172.94	35.34
951-36-50-3510-53102	2,400.00	326.05	3,032.28	0.00	-632.28	126.35
951-36-50-3510-53108	0.00	0.00	175.00	0.00	-175.00	0.00
951-36-51-3520-53106	872,269.00	118,992.17	767,301.58	0.00	104,967.42	87.97
951-36-51-3520-53107	75,000.00	0.00	6,407.29	0.00	68,592.71	8.54
951-36-51-3520-53112	113,550.00	8,486.52	49,175.48	29,023.20	35,351.32	98.87
951-36-52-3530-53102	12,300.00	550.61	11,165.59	444.26	690.15	94.39
951-36-52-3530-53109	6,630.00	475.00	4,616.10	0.00	2,013.90	69.62
951-36-53-3515-53108	2,370.00	39.67	1,904.16	0.00	465.84	80.34
951-36-53-3515-53113	18,360.00	1,841.77	12,811.08	0.00	5,548.92	69.78
951-36-53-3515-53311	167,748.00	11,461.44	136,701.58	0.00	31,046.42	81.49
951-36-53-3515-53312	26,133.00	1,677.82	24,627.81	0.00	1,505.19	94.24
951-36-54-3550-53110	22,000.00	6,061.12	25,068.51	0.00	-3,068.51	113.95
Total SUPPLIES	1,326,760.00	150,066.86	1,045,813.52	29,467.46	251,479.02	81.05
OTHER MATERIALS AND SERVICES						
951-36-50-3510-54990	3,445.00	0.00	752.90	0.00	2,692.10	21.85
951-36-52-3530-54990	7,000.00	1,031.76	4,351.66	0.00	2,648.34	62.17
951-36-55-3531-54108	44,000.00	7,950.00	8,400.00	0.00	35,600.00	19.09
951-36-55-3531-54990	0.00	209.00	2,299.00	0.00	-2,299.00	0.00
951-36-55-3560-54990	23,727.52	1,202.04	19,970.18	0.00	3,757.34	84.16
Total OTHER MATERIALS AND SERVICES	78,172.52	10,392.80	35,773.74	0.00	42,398.78	45.76

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Expenditure Status Report
 Library Expenditure Report
 CITY OF SANTA CRUZ
 5/1/2012 through 5/31/2012

expstat.rpt
 06/21/2012 11:23AM
 Periods: 11 through 11

951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-56000 OTHER CHARGES						
951-36-52-3530-56995 Refunded fees and fines	2,000.00	81.00	1,440.51	0.00	559.49	72.03
Total OTHER CHARGES	2,000.00	81.00	1,440.51	0.00	559.49	72.03
951-57000 CAPITAL OUTLAY						
951-36-50-3510-57401 Office furniture/equipment	20,000.00	-6,136.35	-3,808.59	14,174.86	9,633.73	51.83
951-36-55-3560-57401 Office furniture/equipment	25,000.00	648.00	7,620.47	0.00	17,379.53	30.48
Total CAPITAL OUTLAY	45,000.00	-5,488.35	3,811.88	14,174.86	27,013.26	39.97
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	0.00	73,668.00	0.00	75,000.00	49.55
Total OTHER FINANCING USES	148,668.00	0.00	73,668.00	0.00	75,000.00	49.55
Grand Total	3,971,874.01	310,833.92	2,933,761.74	96,293.88	941,818.39	76.29

Expenditure Status Report
Library Payroll Report
CITY OF SANTA CRUZ
5/1/2012 through 5/31/2012

expstat.rpt
 06/21/2012 11:25AM
 Periods: 11 through 11

951 **Library Joint Powers Authority**

Account Number		Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prc't Used
951-51000	PERSONNEL SERVICES						
Total	Regular full time	4,237,245.00	246,792.73	3,293,869.05	0.00	943,375.95	77.74
Total	Regular part time	747,294.00	75,330.17	787,644.91	0.00	-40,350.91	105.40
Total	Overtime	3,000.00	3,452.07	7,230.64	0.00	-4,230.64	241.02
Total	Termination pay	0.00	2,482.86	81,382.92	0.00	-81,382.92	0.00
Total	Temporary	555,298.00	50,550.14	525,429.44	0.00	29,868.56	94.62
Total	Other pay	0.00	52.67	2,756.32	0.00	-2,756.32	0.00
Total	Special vacation pay	4,400.00	1,805.68	21,157.41	0.00	-16,757.41	480.85
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	35.00	1,745.00	0.00	55.00	96.94
Total	Salary savings	0.00	0.00	0.00	0.00	0.00	0.00
Total	Retirement contribution	754,846.00	50,804.37	632,273.77	0.00	122,572.23	83.76
Total	F.I.C.A.	0.00	2,077.04	24,877.29	0.00	-24,877.29	0.00
Total	Group health insurance	1,119,068.00	37,272.80	881,806.42	0.00	237,261.58	78.80
Total	Group dental insurance	107,422.00	3,192.61	79,779.90	0.00	27,642.10	74.27
Total	Vision insurance	18,242.00	515.45	13,215.69	0.00	5,026.31	72.45
Total	Medicare insurance	64,309.00	5,021.36	62,184.27	0.00	2,124.73	96.70
Total	Employer-paid COBRA	0.00	702.76	4,851.68	0.00	-4,851.68	0.00
Total	Group life insurance	2,744.00	87.21	2,169.43	0.00	574.57	79.06
Total	Disability insurance	73,078.00	2,689.78	33,922.10	0.00	39,155.90	46.42
Total	Unemployment insurance	23,622.00	1,895.55	22,951.59	0.00	670.41	97.16
Total	Workers' compensation	208,640.00	15,600.57	193,499.63	0.00	15,140.37	92.74
Total	Intrafund labor - credit	0.00	0.00	0.00	0.00	0.00	0.00
Grand Total		7,921,098.00	500,360.82	6,672,747.46	0.00	1,248,260.54	84.24

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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	759,833.36	925,760.72	911,230.93	1,083,486.87	1,323,144.44	2,379,377.39	2,211,047.06	2,273,893.52	1,643,373.20	
FY 2011 Pooled cash	72,541.96	250,794.12	312,607.59	1,397,052.22	604,129.15	539,173.69	1,596,968.17	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)	(559,459.72)	(707,533.76)	290,832.95	(990,345.22)	(62,933.26)	15,984.66	25,912.58	120,299.01
FY 2009 Pooled cash	(1,028,955.46)	(397,327.61)	(356,999.20)	252,949.44	(714,416.36)	(711,714.61)	(812,054.05)	(668,015.42)	(566,048.05)	(543,669.74)	222,502.66	(667,431.15)
FY 2008 Pooled cash	555,177.28	285,993.39	362,222.74	452,678.88	381,686.89	348,644.68	414,873.10	180,026.54	267,117.50	988,379.63	877,239.75	65,274.00
FY 2007 Pooled cash	378,173.37	260,209.81	(47,055.07)	77,967.52	141,276.32	331,082.13	1,134,207.34	1,970,264.04	582,080.73	688,990.25	693,402.17	260,082.00

STAFF REPORT

DATE: July 5, 2012
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries ^{TL}
RE: Educators' Focus Group on Web Resources

RECOMMENDATION: No action needed. Report is informational only.

SUMMARY

A lively discussion with 6 educators and 3 library staff was held on Tuesday June 26. The Library received great feedback on what is working and what can be done better and will take steps to act on improving taking into consideration serious staff resource constraints.

BACKGROUND

At the June Library Joint Powers Board meeting, Councilperson Terrazas suggested that a series of focus groups be held to gain public insight into the Library's web site and resources that are provided electronically.

A staff/board team of David, Sam, Janis, Emily and Teresa met to discuss and plan these. It was decided to start with a group of educators and then to follow up with a business group and possibly a group of non-profit organizations.

Each contacted various schools and education related organizations to make sure all levels of K-12 and the entire library service area were represented. The focus group took place on Tuesday June 26 with the following representation:

- Charter School Junior High School English Teacher
- Santa Cruz City Schools Elementary School Librarian
- Santa Cruz City Schools High School Librarian
- Aptos High School Librarian
- San Lorenzo Valley Schools Librarian
- Santa Cruz City Schools School Board member

Five questions formed the basis of the discussion:

1. How does your school's staff and students interact with the Santa Cruz Public Libraries?
2. What web based (and other technology) services are you aware the Library has to offer?

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3. If you (or your students) are not currently taking advantage of these, why not? What do you suggest the Library do to remedy this?
4. What technology based services, including Web based, would benefit your students?
5. What else would you like to say about the services provided by the Library?

DISCUSSION

The discussion was quite lively with everyone participating. Overall they are extremely appreciative of what the Library has to offer; particularly in light of their ever shrinking budgets. As much as we tried, it was difficult to keep them focused on the Web and electronic resources. Responses did not follow the questions although all the questions did get covered so the summary of responses is divided as web/technology related and "other" rather than by question.

Library Web Based and Technology Resources

- Participants were asked to review the Library's website before coming to the meeting and most had. As we reviewed the site, they were amazed at what we have- even those who felt they had a good understanding of what we offered, were surprised by what they didn't know. Of particular interest and surprise were the historical photographs and that the Library does have Facebook pages.
- A link specifically for teachers on our website would be useful
- **Issue:** There is concern that students are relying too much on "Google" rather than the authoritative databases. Librarians and Teachers would like to do more instruction in information literacy but access from the schools to information databases is hampered by the need to have a separate login for each student in order to access the information databases.
Response: The Library is working on a way to provide schools with sets of cards that can be kept at the school and used for class logins for instructional purposes.
- They loved the idea of the text- librarian service. We will be doing a major promotion this Fall once school starts and they agreed to help us publicize it. Chat is greatly preferred by students. Our new text-a-librarian service will soon be offering chat as an option.
- **Issue:** There was a stated need for streaming videos on educational topics as the source librarians used to have is no longer available.
Response: Teresa learned about a resource at the ALA Conference that will be explored. Cost estimates are not known.

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- One participant stated an important goal is to get the school staff using the databases so they are more likely to recommend them to their students. Having the Library be part of in-service training is one possible way to reach teachers.
- Some were familiar with the online homework help/tutoring service- Brainfuse, but felt it is too deeply buried and hard to find. Being under the teen page doesn't make it easier to find. They also suggested that it would be good to have the databases listed under the teen page. Repetition is good.
- **Issue:** They felt that the Library could play more of a role as a social media communication venue by teens for teens.
Response: This may be possible through the ACT (Advisory Council for Teens)
- Creating our own webinars on how to use the various databases and what is available through the site was suggested.

Non Technology related issues

- **Issue:** There was strong interest in issuing library cards to all students.
Response: The Library already does this with the 9th graders and transfer students in the Santa Cruz Schools so each year only one grade has to be dealt with rather than an entire school. Aptos High was "signed up" this past year. Janis is scheduled to go to San Lorenzo Valley High in August to meet with the Librarian there to plan what can be done there. We talked about developing a schedule to bring in other schools on a steady ongoing basis. Once a school is "done" it gets easier the next year. The time consuming part is data entry for each student so the Library staff later brainstormed some approaches to this including utilizing staff in the less busy branches. This will work well for middle and high school. At the elementary level, parental permission is needed so that requires a great deal more work to accomplish.
- **Issue:** There was a need expressed for ongoing communication about what the Library has to offer.
Response: Unfortunately, we do not have the staff resources to create a separate communication mechanism for each interest group. Staff is investigating a way to provide information through some sort of electronic newsletter that would be sent to interested individuals through their email and would be relevant to everyone in the community with some parts of particular interest to individual constituencies such as educators. Even among the educators, different needs were expressed by the teacher vs the librarians and then dependent on level.

Discussion ensued on various ways to connect with teachers and librarians. These vary by district. Some individual contact names were provided. We did agree that this core group that participated in the focus group could be a starting place for gathering email addresses. The concept is: build it and they will come.

- The teacher from the charter school indicated that there is no library at her school but they do have a computer lab. They rely heavily on the Library for its physical and electronic resources.
- Several participants have benefitted from their students visiting the library for instruction by library staff or by library staff coming to visit their schools. Expansion of this would be appreciated but is limited by the availability of library staff.
- **Issue:** They would like the Library to carry more copies of CYRM (California Young Reader Medal nominated titles).
Response: Library will explore creating book kits with the CYRM as the focus
- One participant described the need as being immersion. Students won't use the Library unless they are exposed to it more.
- They offered to help more with disseminating information about Summer Reading if they have the materials sooner. In return the Library could use more input from the schools on what they designate as core summer reading for their students so that the Library can make sure the materials are available in sufficient quantities to meet demand. Anything that goes out from some of the districts must be bilingual and they might be able to help us get materials translated.
- One participant loves the new teen area at Branciforte.

Overall, it was a very enlightening and productive meeting. An added benefit was the connection made between the participants as, other than the Santa Cruz Schools staff, they did not know each other. There is much for Library staff to follow up on. Staffing constraints will make some of this difficult to accomplish in the short term. It does provide some good long term goals and the information will help when making decisions and allocating resources. As we look to revamping our Web site, their comments are valuable input.

STAFF REPORT

DATE: July 3, 2012
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries ^{TZ}
RE: Award of contract for Facilities Master Plan

RECOMMENDATION:

1. LJPB award contract to Group 4 Architecture, Research + Planning Inc.
2. LJPB approve contract with Group 4 Architecture, Research + Planning Inc. not to exceed \$99,620.

SUMMARY

The RFP for a Facilities Master Plan yielded four responses. These were evaluated according to four criteria: cost, vendor experience, approach to the project, and ability to deliver. There was consensus that Group 4 Architecture, Research + Planning Inc. was superior in all four categories. Their approach most closely aligned with the interests expressed by the Library Joint Powers Board. They have solid experience with similar projects and were judged best able to deliver the desired product. Their cost was also the most reasonable for the services needed.

BACKGROUND

A RFP for consultant services to complete a Facilities Master Plan was issued on May 3, 2012. Four proposals were received on June 5, 2012 and reviewed on June 11, 2012 by a team of Library Senior managers, the Library Director and key staff. Four criteria were applied: cost, vendor experience, approach and ability to deliver. These criteria were weighted with cost valued at 20%, experience 10%, approach and ability to deliver at 35% each.

The LJPB had given direction that the plan focus on the following elements which formed the basis for evaluating approach, ability to deliver and, to some extent, experience:

1. Analyze existing facility systems for estimated life "expectancy"
2. Select up to three facilities for more in-depth analysis
3. Review all facilities in relation to ability to contribute to the success of the new service model.
4. Make short and long term recommendations regarding facility needs in light of information gained in one through three above.
5. Recommend a system for prioritization.

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Given time constraints, an award notice was issued to Group 4 Architecture, Research + Planning Inc. (hereafter called Group 4) subject to confirmation by the LJPB. Contract negotiations ensued and a mutually agreeable contract has been drafted for approval by the LJPB.

DISCUSSION

Attached is a summary of the evaluation of the responses. Group 4 was the clear preference. A brief review of the four proposals follows:

- **Group 4:** Their experience was considered to be good and relevant. They seemed to best understand the specific needs of this project. Their choice of subcontractors was outstanding; utilizing several who are local and already familiar with existing library facilities and their systems they use. They had good examples of facilities plans that balanced recommendations for renovation versus new construction.
- **HGA:** While reviewers were very impressed with their architectural prowess, they felt there was too much emphasis on new construction. Their intentions regarding evaluation of the current service model were unclear with a great deal of focus on community meetings and input. In general their approach did not meet the needs as expressed by the LJPB and in the RFP.
- **ABA Architects:** There was a feeling that there was too much boiler plate language and the proposal did not clearly define the work to be done. It lacked details about similar work performed and only two subcontractors were listed.
- **Brad Cox, Architect:** Experience was gained primarily while working for another firm. There was not a lot of technical detail and a great deal of jargon was used which made it difficult to understand what was being proposed. The proposal lacked attention to detail.

Price was difficult to compare as basic services were defined differently by each respondent. In trying to compare a base level of service, Group 4 was the least expensive.

The recommended contract is attached. This has been reviewed by the City Attorney and the City's Risk Manager. The total award is for \$96,620 with an additional allowance of \$3,000 that may be applied to additional services if both parties so agree. These services are listed on page 11 of the contract and can be selected at any time. The scope of work includes the following with the timeline indicated in parentheses):

1. Capital Maintenance Assessments:
 - a. Building/site maintenance observations (August)
 - b. Life Cycle Assessments (August-September)
 - c. Capital Maintenance Assessments (August-September)
 - d. Near-Term Recommendations for Life Cycle and/or Capital Maintenance (October-November)
2. Service Provision:
 - a. Building Service Observations (August)
 - b. Service Model Assessments (in light of physical configurations) (August-September)

- c. Service Level Targets (as they relate to long term facility space targets) (August-September)
- d. Near and Long Term Improvement Options (to enhance implementation of the service model) (October-November)
- 3. Prioritization and Implementation Planning
 - a. Cost models (November-December)
 - b. Funding Options (December)
 - c. Project Phasing (December)

The culmination is a Facilities Master Plan Report that will be prepared during January 2013 and presented to the LJPB at its regular meeting in February 2013.

There will be a project management team made up of key library staff. There will be technical meetings with facility representatives who are responsible for and knowledgeable about the facilities themselves. There will also be two workshops/study sessions with the Library Joint Powers Board as well as the final presentation.

Financial Impact:

The fiscal year 2012/13 budget includes carryover funds of \$100,000 for this project.

Recommendations:

1. Based on the evaluation the recommendation is to award the contract to Group4.
2. The contract be approved and a notice to proceed will be issued once both parties sign the contract.

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Form instructions: Update information [in brackets] and remove blue italic instructions before saving document. Send this award notice (page 1 only) to all vendors that submitted proposals and attach a copy of this form to the draft PO. Keep the original for records retention.



**Award Notice
Request For Proposals for
Santa Cruz City-County Library System Facilities Master Plan**

The Library Department has concluded the evaluation of the responses to the Request For Proposals ("RFP") for the Library Facility Master Plan. The proposals were reviewed, evaluated and scored according to the criteria listed in the RFP. The Library will award the contract on [date] to Group4 based on the following results:

Vendor		Criteria 1: Cost	Criteria 2: Vendor Experience	Criteria 3: Approach	Criteria 4: Ability to Deliver	FINAL SCORE
Name	City, ST					
1.) Group4	South San Francisco, CA	20.0%	9.5%	33.3%	34.3%	97.1%
2.) HGA	San Francisco, CA	13.2%	9.0%	29.8%	32.6%	84.5%
3.) ABA	San Jose, CA	17.5%	8.5%	26.3%	31.5%	83.8%
4.) Brad Cox Architect Inc.	San Jose, CA	19.8%	6.0%	17.5%	17.5%	60.8%

PROFESSIONAL SERVICES AGREEMENT FOR

Group 4 Architecture, Research + Planning, Inc.

THIS AGREEMENT is entered into on July 10 2012 by and between the Santa Cruz Library/County Library, a Joint Powers Authority, hereinafter called "Library" and Group 4 Architecture, Research + Planning, Inc. hereinafter called "Consultant".

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

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

**SECTION 1
Scope of Services**

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

**SECTION 2
Duties of Consultant**

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

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

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

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

**SECTION 3
Duties of the Library**

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

The director may authorize a staff person to serve as his or her representative for conferring with Consultant relative to Consultant's services. The work in progress shall be reviewed from time to time by Library at the discretion of Library or upon the request of Consultant. If the work is satisfactory, it will be

approved. If the work is not satisfactory, Library will inform Consultant of the changes or revisions necessary to secure approval.

SECTION 4 Fees and Payment

For the services performed, the Library will pay the Consultant according to the fee structure outlined in Appendix II not to exceed \$99,620 unless mutually agreed upon in writing. Such payment shall be considered the full compensation for all personnel, materials, supplies, travel and equipment used by Consultant in carrying out the work.

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

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

Variations from the costs for each phase which are justified by statements indicating personnel time expended are allowed after advance written Library approval is obtained, in the manner set forth in the Agreement; however, in no event shall the total fee charged for the scope of work set forth in Appendix I exceed the budget of \$99,620 without additional advance written Library authorization.

Payments shall be made by the Library according to the schedule in Appendix II based on invoices from the Consultant. Such payments shall be for the invoice amount.

Invoices shall indicate the percentage completion of each work task as identified in the Scope of Work (Appendix I), the overall percentage of completion of the total required services and the hours worked by Consultant's staff for additional services charged on the basis of time and materials.

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

"I hereby certify as principal of the firm of Group 4 Architecture, Research + Planning, Inc. that the charge of (Insert invoice amount) as summarized above and shown in detail on the attachments is a fair and reasonable use of public funds, is in accordance with the terms of Agreement dated July 10, 2012, and has not been previously paid."

SECTION 5 Changes in Work

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

SECTION 6 Time of beginning and Schedule for Completion

Consultant shall begin work upon Notice to Proceed from Director.

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

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

Consultant acknowledges that it is necessary for Consultant to complete its work on or before the completion date set forth in Appendix III in order to allow the Library to achieve its objectives for entering into this Agreement.

SECTION 7 Termination

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

SECTION 8 Insurance

1. a) **Commercial General Liability and Automobile Liability:** Without limiting the foregoing in any way, supplier shall carry standard form Commercial General Liability Insurance and Commercial Automobile Liability Insurance acceptable to the Library in an amount of \$1,000,000 for each type per occurrence and \$4 million aggregate combined single limit Bodily Injury and Property Damage coverage.

b) **Workers' Compensation:** As required by the State of California, with Statutory Limits and Employer's Liability with limit no less than \$1,000,000 per accident for bodily injury or disease. The Workers' Compensation policy shall be endorsed with a waiver for subrogation in favor of the City for all work performed by the Consultant, Consultant's employees, agents and subcontractors.

c) **Professional Liability: (Errors and Omissions):** Insurance appropriate to the Contractor's profession, with limit no less than \$1,000,000 per occurrence or claim, \$2,000,000 aggregate. Professional

Liability Insurance must be maintained and evidence of insurance must be provided for at least five (5) years after date of completion of the contract work. Consultant agrees to purchase an extended period coverage for a minimum of five (5) years after completion of contract work.

d) Contractor shall require and verify that all subcontractors maintain insurance meeting all the requirements stated herein.

e) For any claims related to this contract, the Consultant's insurance coverage shall be primary insurance and the Library shall be excess of Consultant's insurance and not contribute with it.

2. For all insurance provided above, policies or the certificate of insurance shall provide that the same cannot be canceled except upon thirty days' written notice to Library.

3. All insurance provided above except Workers Compensation and Professional Liability shall name the Santa Cruz Library/County Library, its officers, agents and employees as an additional insured, shown by endorsement, and shall include cross liability in favor of the Library, its officers, agents and employees.

4. A certificate of insurance shall be furnished to the Library as evidence of the above coverages and conditions prior to the commencement of work. Any statements that relieve the insurance company from liability if notice of cancellation is not sent are not acceptable.

5. Supplier agrees to provide Library at or before the effective date of this contract with a certificate of insurance of the coverage required. The certificate holder shall be the Library of Santa Cruz, Risk & Safety Management, 809 Center St Room 7, Santa Cruz, CA 95060.

SECTION 9 Indemnification

A. Subject to Subsection B of this Section Consultant shall hold harmless, indemnify and defend Library, its elective and appointive boards, commission, officers, agents, servants, volunteers and employees from and against any and all claims, costs, damages, liability, losses, or suits including court costs and attorney fees for personal injury (including death), property damage and any other damages of any sort whatsoever, arising out of, or alleged to have arisen out of the willful or negligent acts, errors, or omissions of Consultant or Consultant's contractors, subcontractors, agents or employees in the performance of the Agreement. This indemnity shall not apply to claims brought by Consultant for default of this Agreement.

B. With respect to claims arising out of or allegedly arising out of Consultant's professional negligence only, Consultant's obligation to indemnify Library for its cost of defense in connection with claims ultimately adjudicated to a determination that Consultant was professionally negligent, shall accrue on the date of said adjudication. Nothing herein shall be construed as prohibiting or precluding Library from cross-complaining against Consultant should any such lawsuit be filed against the Library or precluding the Library from suing Consultant for professional negligence or indemnification by either a separate complaint or cross-complaint.

SECTION 10 Civil Rights Compliance/Equal Opportunity Assurance

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

SECTION 11

Legal Action/Attorneys' Fees

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

SECTION 12

Assignment

This Agreement shall not be assigned without first obtaining the express written consent of the Library Director.

SECTION 13

Amendments

This Agreement may not be amended in any respect except by way of a written instrument which expressly references and identifies this particular Agreement, which expressly states that its purpose is to amend this particular Agreement, and which is duly executed by the Library and Consultant. Consultant acknowledges that no such amendment shall be effective until approved and authorized by an officer of the Library. Unless expressly authorized by the Library, Consultant's compensation shall be limited to that set forth in Appendix II.

SECTION 14

Miscellaneous Provisions

1. Project Manager. Director reserves the right to approve the project manager and subcontractors assigned by Consultant to said work. No change in assignment may occur without prior written approval of the Library.
2. Consultant Services Only. Consultant is employed to render professional services only and any payments made to Consultant are compensation solely for such professional services.
3. Licensure. Consultant warrants that he or she has complied with any and all applicable governmental licensing requirements.
4. Other Agreements. This Agreement supersedes any and all other agreements, either oral or in writing, between the parties with respect to the subject matter, and no other agreement, statement or promise

related to the subject matter of this Agreement which is not contained in this Agreement shall be valid or binding.

5. Library Property. Upon payment for the work performed, or any portion, all drawings, specifications, records, or other documents generated by Consultant pursuant to this Agreement, or any other work product of Consultant, are, and shall remain, the property of the Library whether the project for which they are made is executed or not. The Consultant shall be permitted to retain copies, including reproducible copies, of drawings and specifications for information and reference in connection with the Library's use and/or occupancy of the project. The drawings, specifications, records, documents, and Consultant's other work product shall not be used by the Consultant on other projects, except by agreement in writing and with appropriate compensation to the Library.
6. Consultant's Records. Consultant shall maintain accurate accounting records and other written documentation pertaining to the costs incurred for this project. Such records and documentation shall be kept available at Consultant's office during the period of this Agreement, and after the term of this Agreement for a period of three years from the date of the final Library payment for Consultant's services.
7. Independent Contractor. In the performance of its work, it is expressly understood that Consultant, including Consultant's agents, servants, employees, and subcontractors, is an independent contractor solely responsible for its acts and omissions, and Consultant shall not be considered an employee of the Library for any purpose.
8. Conflicts of Interest. Consultant stipulates that corporately or individually, its firm, its employees and subcontractors have no financial interest in either the success or failure of any project which is, or may be, dependent on the results of the Consultant's work product prepared pursuant to this Agreement.
9. MacBride Principles/Peace Charter. The Library Council of the Library approved Resolution No. NS-19,378 on the 24th day of July 1990, endorsing the MacBride Principles and the Peace Charter and encourages all companies doing business in Northern Ireland to abide by the MacBride Principles and the Peace Charter.
10. Notices. All notices herein provided to be given, or which may be given by either party to the other, shall be deemed to have been fully given and fully received when made in writing and deposited in the United States mail, certified and postage prepaid, and addressed to the respective parties as follows:

CONSULTANT
David Schnee
Group 4 Architecture, Research
+ Planning, Inc.
211 Linden Avenue
South San Francisco, CA 94080

LIBRARY
Teresa Landers
117 Union Street
Santa Cruz, CA 95060

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

CONSULTANT
Group 4 Architecture, Research
+ Planning, Inc.
211 Linden Avenue
South San Francisco, CA 94080

LIBRARY
117 Union Street
Santa Cruz, CA 95060

By: _____

By: _____

Printed: _____

Teresa Landers

Title: _____

Library Director

Date: _____

Date: _____

APPENDIX I Scope of Services

PART I. BASIC SERVICES

TASK 0: PROJECT INITIATION

Upon receiving Notice to Proceed, Consultant shall set up project systems (project directory; refined work plan, schedule and communication protocols). Consultant shall conduct a project goals session with the Project Management Team and/or other project stakeholders. Consultant shall compile and analyze information that will provide the context and create a baseline for the master planning effort. Consultant shall review Library-provided documents on current and planned library facilities and other relevant information such as site and building plans and maintenance records.

TASK 1. CAPITAL MAINTENANCE ASSESSMENTS

In this task Consultant shall perform life cycle and capital maintenance assessments appropriate to each facility. These will form the basis of near-term recommendations that will be budgeted in Task 3.

1.1 Building / Site Maintenance Observations

A tremendous amount of information can be gathered efficiently through simple site observations conducted by a knowledgeable and experienced team. To create a foundation for the master plan Consultant shall tour all Library facilities to observe and photograph existing physical conditions. When possible we hope to be accompanied by Library, City, and/or County staff familiar with building systems and operations.

Consultant shall prepare base drawings/images of all buildings and sites utilizing existing plans, parcel information, and aerial images. These base drawings will be used to record the analytical assessments conducted in the following tasks.

Included facilities: All Library facilities.

1.2 Life Cycle Assessments

As is customary best practice for facilities master plan projects, life cycle assessments will be conducted as the base level of analysis. This will be done for every facility except those facilities that require less study such as new facilities (Scotts Valley, HQ), and locations with planned replacements (Capitola, Felton) or locations that require more intensive study (Downtown and up to two other branches to be determined in the course of the project).

For the life cycle assessments Consultant shall begin with a review of any available existing documentation on library facilities such as site and building plans and maintenance records. Consultant shall document the general conditions of major building systems. Consultant shall review each site for parking, pedestrian, bicycle, vehicular, and service access. For those locations where reconstruction or expansion may be considered Consultant shall prepare a preliminary zoning analysis that can be used to identify constraints to any proposed improvement options.

Included facilities: seven branch libraries, not including Downtown, Headquarters, and Scotts Valley.

1.3 Capital Maintenance Assessments

For the Downtown Library and up to two other branches to be selected by the Library, Consultant shall prepare more extensive capital maintenance assessments that will inform near-term recommendations for continuing operations or renovations. Consultant shall begin with a review of any existing documentation such as plans and maintenance records as well as any available technical information such as utility statements, energy audits, structural calculations, and/or other assessments that may have been prepared. Each of these facilities will be toured by an experienced architectural and engineering team to assess the building systems, lighting and electrical systems, data/telecom infrastructure, and mechanical systems. For the Downtown Library Consultant shall also include a preliminary structural observation and review to understand current structural conditions and code compliance status. Consultant shall interview City of Santa Cruz and Library staff knowledgeable on building operations and maintenance history to identify functional issues and user concerns.

Included facilities: Downtown and up to two other branches to be determined by the JPA.

1.4 Near-Term Recommendations for Life Cycle and/or Capital Maintenance

Consultant shall present to the Library our assessments and options for making ongoing improvements for review and comment.

Consultant shall prepare a graphic and written summary of each facility's general condition, including effective age and life-span of building systems, general accessibility, known deferred maintenance issues, and site constraints and suggested areas of future work or areas requiring additional study.

Included facilities: All facilities except Scotts Valley, and HQ.

TASK 2. SERVICE PROVISION

In this task Consultant shall evaluate how well each building functions as a platform within which library service is provided. Consultant shall look at both near-term opportunities to make limited strategic improvements and longer-term options such as major renovations, expansions, replacements, or relocations. The Downtown Library will get extra attention due to its size, age, and system-wide role.

2.1 Building Service Observations

Along with the tours described in Tasks 1.1 Consultant shall tour all Library facilities to conduct service observations. Consultant shall take interior photographs that describe existing service conditions, looking for images that visually communicate service issues.

Included facilities: All

2.2 Service Model Assessments

In this task Consultant shall begin with a review of the Library's new service model to identify the optimal physical configurations that support customer self service, customer-staff interaction, wayfinding, and collection material flow. Consultant shall identify physical conditions that interfere with efficient implementation of the service model.

Included facilities: All

2.3 Service Level Targets

In this task Consultant shall review and update previous service benchmarking, and compare changes in population between the 2000 and 2010 census as well as federal or AMBAG projections. Consultant shall compare Library service levels (square feet/capita) to current best practices and work with the Library to establish overall long term facility space targets.

Included facilities: All

2.4 Service Model and Long-Term Improvement Options

Consultant shall identify opportunities for near term facility improvements that will enhance implementation of Library's new service model. This includes reconfiguration of service desks, reallocation of space between collection and service areas, and opportunities to streamline materials flow. Consultant shall evaluate how well the facilities meet the Library's strategic plan strategy of being a "welcoming place" that is functional, attractive, convenient, and comfortable. Consultant shall prepare a graphic illustration of near term improvement opportunities.

For the Downtown Library Consultant shall develop bubble diagrams showing different configurations for service desks, sight lines, and collection groupings. Consultant shall identify options for more limited "makeovers" – interior remodels that maintain existing building systems in place – as well as options for more extensive renovations that could include structural or building system upgrades.

For all facilities Consultant shall compare existing size to service level targets and reconfirm or revise previous proposals for expansion. For sites that may include an option to reconstruct and/or expand Consultant shall prepare simple site utilization diagrams demonstrating available site capacity within zoning guidelines.

For the Downtown Library Consultant shall discuss with Santa Cruz City Planning opportunities for including the library into other downtown redevelopment projects including standalone and mixed use public-public or public-private projects.

Included facilities: All

If desired, Consultant shall prepare GIS computer-generated maps of Library-supplied customer circulation, computer use, and or program attendance data to inform the Library of customer use and travel patterns. Consultant shall work closely with the Library to develop options for physical alternative service delivery enhancements such as flexible operation modes, extended hour pick-up and drop off and out of library kiosks.

TASK 3. PRIORITIZATION AND IMPLEMENTATION PLANNING

Task 3.1 Cost Models

All of the information from the previous tasks will be synthesized into a comprehensive Feasibility Plan that outlines the recommendations and develops capital costs associated with their implementation.

Consultant shall establish appropriate cost model inputs for: capital maintenance, renovations, and new construction of building, parking, and site; FF&E; permits and fees; moving costs; public art; soft costs such as design and engineering fees and project administration costs; and escalation and contingencies.

These inputs will be used to create model budgets for the facility development options and the recommended facility projects

Task 3.2 Funding Options

Consultant shall work with the Library to explore potential funding strategies for the recommended capital projects, including grant opportunities, capital fundraising campaigns, and a potential ballot measure. Consultant shall work with the Library to gauge bonding capacity for all or parts of the Library District.

Task 3.3 Project Phasing

Phasing criteria will be developed with the Library to guide the prioritization of projects and their implementation timeline. Potential phasing criteria may include balancing projected budgets for the recommended improvements, the extent of the gap between service level needs and the ability of current facilities to meet those needs, or other criteria. A phasing plan for implementing the recommendations will be developed from these criteria, the project recommendations, and potential funding strategies. The project budgets for the improvements will be synthesized into an overall capital program budget model, with escalation of costs according to the proposed schedule of implementation and costs.

Task 3.4 Facility Master Plan Report

Consultant shall prepare a draft report for review by the PMT. Review comments will be collected and incorporated into the final report document that will be provided to the Library in both electronic format and printed form. Consultant shall deliver 12 bound copies of the report and an electronic version. Additional copies for public or other distribution will be provided by the Library.

4. PARTICIPATION SERVICES - ALL TASKS**4.1 Project Management Team**

The foundation of the participation plan is the Project Management Team. The PMT will meet regularly to guide the project throughout the development of the master plan, from refinement of the schedule and participation through preparation for the final project presentation. Our meetings with the PMT will review and discuss findings consider options and confirm project direction

We are proposing to meet with the PMT eight times as part of Core Services, alternating between workshop style meetings (four) in Santa Cruz and virtual coordination meetings (four) via web conference.

4.2 Technical Meetings

Consultant shall conduct up to two rounds of meetings with staff from the Library, County, and cities that are knowledgeable about building, site, operational issues, and development. Consultant shall coordinate with County and City of Santa Cruz, City of Capitola planning staff, the County Executive, city managers, and others who can give valuable input to the project.

4.3 Library Joint Powers Board

Consultant shall conduct up to three study sessions/workshops/presentations with the Library Board who will review progress of the project and advise on project directions. Consultant shall provide up to 12 sets of meeting materials at each meeting. Additional copies for public or other distribution will be provided by the Library.

5. INCLUDED EXPENSES

The following items are included in BASIC SERVICES.

- Travel expenses including mileage, tolls, lodging, and meals incurred in support of Basic Services participation services.
- Webconference, telephone, and internet services for use by the Consultant
- Meeting facilitation materials.
- Report copies described above.

PART II. ADDITIONAL SERVICES

Additional Services authorized by the Library shall be separately negotiated to be compensated on a lump sum and/or a time and material basis at the rates set forth in Appendix II. Additional Services are any services not defined in Basic Services above.

- Library Plans of Service
- Building Programs
- Public meeting notices, invitations and related services
- Conducting and documenting focus groups
- Analysis of Watsonville Library or any other Santa Cruz County area libraries not operated by the JPA
- Web Site (consultant hosted)
- Brochures and other communications tools.
- Detailed Technical Architectural or Engineering evaluations for facilities including but not limited to:
 - Topographic or boundary surveys
 - Preparation of as-built drawings
 - Energy audits
 - Hazardous material assessments or abatements
 - Environmental studies
 - Geotechnical studies
 - Accessibility studies
 - Safety or security assessments
 - Engineering assessments
- Architectural design services
- Engineering design services
- Traffic engineering consultant or services
- Public finance consultant
- Grant writing services
- Revising previously completed work due to changes in client input or direction given.
- Outside service printing/copying/scanning of drawings and documents of any size.
- In-house printing of CAD check sets and presentation drawings larger than 11"x 17".
- In-house black & white photocopying for draft and final reports and specifications.
- In-house color and grayscale printing and photocopying up to 11"x 17" for in-house, consultant or client use.
- Software purchase and licensure on behalf of the client.

- Postage, delivery and messenger service.
- Photographic and digital imaging, including color and grayscale documents of any kind.
- Architectural renderings.
- Physical and digital scale models and animations.
- Travel expenses including mileage, tolls, lodging, and meals related to Additional Service
- Subconsultant costs not part of Basic Services.
- Presentation boards.
- Outside telephone and conferencing services.
- Overtime expenses with prior client approval.
- Videos, web services, and opinion surveys.

Group 4 Team shall consist of:

Principal-in-Charge and Lead Planner
David Schnee

Electrical Engineer
Prime Design Group

Principal Planner
Wayne Gehrke

Mechanical System Analysis
Geo. H. Wilson Inc.

Project Manager and Associate Planner
Jill Eyres

Structural Engineer
Fratessa, Forbes & Wong

Group 4 Staff as Needed
Dawn Merkes, Principal
William Lim, Associate

Optional Subconsultant Resources
Library Needs Assessment/Programming
Kathryn Page, Page + Moris

Core Subconsultant Team

Cost Consulting
Bogard Construction

Civil Engineer
Ifland Engineers

Landscape Architecture
Bellinger Foster Steinmetz

APPENDIX II
Fee Schedule

1.0 COMPENSATION FOR BASIC SERVICES

1.1 For the Basic Services described in Appendix I Task 0 through Task 4 the Library shall pay Consultant a total fee in the amount not to exceed Ninety Six Thousand Six Hundred and Twenty Dollars (\$96,620.00).

1.1.1 For the Basic Services described Appendix I Task 0 through Task 4 the Consultant shall invoice for these services monthly for the percent complete of each task:

Task 0:	Project Initiation	\$3,060
Task 1:	Capital Maintenance Assessments	\$28,660
Task 2:	Service Provision	\$32,830
Task 3:	Prioritization and Implementation Planning	\$14,390
Task 4:	Participation – All Tasks	\$17,680
	<u>Total Fixed Fee Services</u>	<u>\$96,620</u>

1.1.2 For Early Payment to the Consultant a discount of 2.5% may be applied.

1.1.3 Adjustments to Scope of Work: Minor adjustments in the scope of work and fee in each task and between tasks may be made if approved by both the Library and the Consultant. Such authorization must be in writing by the Consultant and Library. In no case can the total fee of this Agreement be increased without a Contract Amendment.

2.0 COMPENSATION FOR ADDITIONAL SERVICES OR EXPENSES

2.1 This agreement includes an allowance of Three Thousand Dollars (\$3,000.00) that may be applied by Library for Additional Services authorized in writing by Library and the Consultant.

2.2 Additional Services described in Exhibit A services are not included in the Consultant's Basic Services. If authorized by the Library, Additional Services shall be compensated for by the Library in addition to compensation for Basic Services according to the hourly rates described below.

Principal-in-Charge	\$195.00 per hour
Principal	\$175.00 per hour
Associate	160.00 per hour
Project Manager	150.00 per hour
Professional I	140.00 per hour
Professional II	130.00 per hour
Professional III	120.00 per hour
Technical I	125.00 per hour
Technical II	110.00 per hour
Technical III	95.00 per hour

Technical IV	85.00 per hour
Project Support	80.00 per hour

The above-listed rates are adjusted annually. The next adjustment will be 1 January 2013

**APPENDIX III
Work Schedule**

TASK	Estimated Start Date	Estimated Completion Date
Project Initiation	July 10, 2012	July 31, 2012
Building/Site Observation-Capital Maintenance	August 1, 2012	August 15, 2012
Life Cycle Assessments	August 15, 2012	September 30, 2012
Capital Maintenance Assessments	August 15, 2012	September 30, 2012
Near Term Recommendations	October 1, 2012	November 30, 2012
Building/Site Observation- Service Provision	August 1, 2012	August 15, 2012
Service Model Assessments	August 15, 2012	September 30, 2012
Service Level Targets	August 15, 2012	September 30, 2012
Service Model & Longer Term Improvement Options	October 1, 2012	November 30, 2012
Cost Models	November 1, 2012	December 31, 2012
Funding Options	December 1, 2012	December 31, 2012
Project Phasing	December 1, 2012	December 31, 2012
Final Report and Presentation	January 1, 2013	February 4, 2013
Project Management Team Meetings (2/month)	July 10, 2012	January 15, 2013
Technical Meetings (Two)	August 2012	November 2012
LJPB Workshops (Two)	September 2012	November 2012

As You See It: June 14, 2012: Welcome home, Sgt. Estrada

- Santa Cruz Sentinel

Posted:

6/14/12

SantaCruzSentinel.com

Welcome home, Sgt. Estrada

I was delighted to open my Sentinel on Tuesday morning and see a wonderful story about the reunification of Staff Sgt. Estrada and his beautiful little boy orchestrated by the child's teacher.

It is a refreshing change from the photos of orange-clad defendants and "most wanted" types who seem to take up an inordinate amount of space in our paper and our community.

Welcome home, Sgt. Estrada -- we are grateful for your service and your safe return.

Diane Cohan, Santa Cruz

Stop slamming LAFCO

Rather than slamming LAFCO for delaying a decision on university expansion and allocation of city water resources [Hits and Misses, June 12] the Sentinel might have explained why. It was Mayor Don Lane [also a LAFCO commissioner] who introduced a last-minute substitute motion that derailed the process. Given that he had recused himself from relevant legal meetings due to a conflict of interest and admitted he didn't know what was going on, his confusing substitute motion, which he had shared with UCSC but not with LAFCO, led to the postponement.

And the claim that "added campus housing would ease neighborhood problems" is similarly misleading. At best, UCSC manages to house about 45 percent of students on campus. Students prefer to live off campus after their first year. Building more on-campus housing always raises rents, both on and off-campus, impacting students and locals. It's not the panacea we are told to believe.

Gillian Greensite, Santa Cruz

Brown gets it right, this time

In nearly 40 years of Jerry Brown, I have never agreed with him on anything. I did not vote for him, and when Meg Whitman said she would cut to the bone the state's budget, she was roasted by the left. Tuesday, I finally found common ground with Jerry.

He said in no uncertain terms, massive additional cuts are needed, including 27 percent cuts to welfare payments. Gee, is it possible Meg was correct after all? You bet your caboose she was. Brown all but tore his own party a new one Tuesday, and for good reason. They sent him a budget that like the last few was so bloated, so out of control as to be laughable, if not so very serious. I never thought I would say this, but way to go Jerry. Now, about everything else you stand for...

Dan Misko, Felton

Hard workers deserve their benefits

000055

6/14/2012 11:49 AM

John Hadley wrote that public sector unions must renegotiate, that the public can't afford to pay their benefits. I wonder if he notices that many bureaucrats, both public and private, make three to six times what an average teacher, nurse or librarian does, and some make 30 times the rate of underpaid home-care workers.

What about cutting those CEOs, the banksters, the Wall Street gamblers and other greedy egomaniacs who don't use their workdays to help anyone but their own pockets?

Every worker who spends his or her day actually being productive and assisting others who are young, old and/or disabled deserves to receive health care and retire with dignity, not in poverty. We got the 8-hour workday, the weekend, and right to have a lunch break because the unions fought against the greedy bosses. All workers deserve this!

Barri Boone, Capitola

What does library director have to say?

For the past few months, reports on the Santa Cruz Library System's budget woes have featured quotations from various people --but none from the Library Director Teresa Landers.

Doesn't the CEO of the library have a say in this process? Most of her recommendations have apparently been rejected, according to a recent article in the Sentinel.

Wayne Thalls, Santa Cruz

000056

Library board OKs \$11.5M budget: Plan hikes personnel spending 14 percent

By J.M. BROWN - Santa Cruz Sentinel Santa Cruz Sentinel
Posted: 6/12/12

SantaCruzSentinel.com

SCOTTS VALLEY - Library trustees unanimously approved a \$11.5 million budget Monday for the fiscal year that begins July 1, a plan that calls for a nearly 14 percent increase in personnel spending driven by fixes to a new service model.

The Santa Cruz Public Libraries Joint Powers Authority board approved hiring more library aides and adding hours for library assistants to alleviate some of the backlogged work at branches and increase hours at most sites. The 10-branch system anticipates spending two-thirds of its budget on personnel next year, up to \$7.5 million from the \$6.6 million this year.

A recent review of a service model rolled out in January demonstrated the library cut too deeply when it made layoffs last year. The service plan relied on greater volunteer participation that has yet to materialize, and staff is still adjusting to new technology and operational systems.

But the personnel savings created by the cuts have combined with better-than-expected revenue to afford adding back staff. Even with the increased spending, the library is still expected to see a \$2.6 million fund balance by July 2013.

"That is a tremendous turnaround," said Santa Cruz Councilman David Terrazas, a library board member. "It says a lot about the library and staff that has been along for this."

Starting in mid-August, branches in La Selva Beach, Garfield Park and Felton will see seven more hours each week, while branches in Capitola and Live Oak branches will get six additional hours each week. Boulder Creek and Branciforte branches will have four more hours each, but the system's largest branches, Central and Aptos, will keep their current hours. Some of the workers laid off in December will be eligible to apply for new positions.

The city-county system also will set aside \$300,000 in the 2012-13 budget year for a facility master plan and technology strategic plan. The library wants to upgrade computers, bring high-speed Internet fiber to all branches and improve marketing to increase community use.

Monday, the board also approved spending \$47,500 from a trust to explore subdividing property on Kirby Street in Felton eyed for a new branch location.

The Verutti family has offered to donate the 2-acre property to the county, but the site comes with a host of problems, including potential easements, utility improvements and a lack of on-site parking. County Supervisor Mark Stone, a library board member, urged the board to approve the request because the problems can be mitigated.

"We can get most of the questions settled," Stone said. "The most important thing is to get the lot split done to get property in hands of county."

Funding for actual construction of the new branch hasn't been identified.

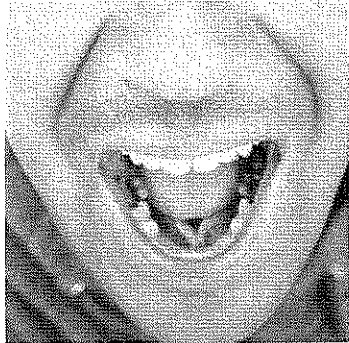
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- GT HOME
 - NEWS
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 - COVERS
 - COLUMNS
 - CALENDAR
 - BLOGS
 - SANTA CRUZ
 - E.COUPONS
 - CONTACT
-
- A&E
 - Theater
 - Dining
 - Wine
 - Literature
 - Music & Events Calendar
 - Community Calendar
 - Movies

Inside Out and Larger Than Life

E-mail

TUESDAY, 26 JUNE 2012 11:47 KIM LUKE A&E - A&E



Santa Cruz Public Libraries joins global art project

The libraries' most powerful asset is the conversation they provide – between books and readers, between children and parents, between individuals and the collective world. Take them away and those voices turn inward or vanish. Turns out that libraries have nothing at all to do with silence."

Bella Bathurst ended her 2011 essay, "The Secret Life of Libraries" with this insight. The conversation she started in the Manchester Guardian has jumped the pond and landed squarely in Downtown Santa Cruz, and it sounds a lot like the shutter of a camera. (Remember those?)

"The Santa Cruz Public Libraries has been doing a lot of thinking about its role in the community," says Janis O'Driscoll, a division manager for the SCPL, "and we knew this was what public libraries are all about." Their way of chiming in will be 60 portraits of library patrons, larger than life, exhibited on their outdoor walls.

The path from print (word) to print (photo) involved a wide variety of voices—from a world-renowned artist to Santa Cruz middle school students.

The conversation was first started by French artist JR, and his 2011 TEDprize talk, an inspirational 24-minute video viewed by O'Driscoll and almost one million other people. JR's quietly activist, boldly community-oriented and undeniably iconic portraits are installed via paper and paste on the outside public spaces. He invited the world to participate in his Inside Out project. Santa Cruz accepted.

Lending a passionate voice to the dialogue is local teacher and mother Mariah Roberts, who worked with students on similarly themed images gracing the facade of the Live Oak Market at Capitola Road and 17th Avenue. The prints give drivers a reason to look forward to red lights (and traffic). She is now the project manager for the large-scale libraries project. Roberts is thrilled to be part of this. "The library believes that conversation between voices is the essential building block of who they are," says Roberts, who supports furthering the conversation through the celebration of community and diversity.

Almost 100 photos were snapped the last few

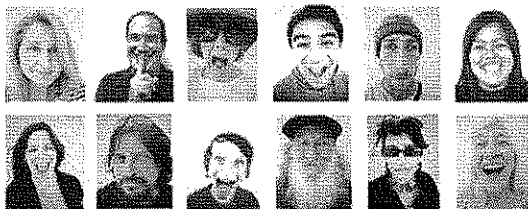


Chelsea McKeown (above) and Hugo Conejo (left) take part in the Inside Out project. (Photos by Joop Rubens; collage on opposite page by Joop Rubens, Hannah Nicholson, Monique Islam and Mariah Roberts.)

months—of patrons, staff and supporters. The photography teams included local treasure Joop Rubens and two graduates of the UC Santa Cruz photography program, Monique Islam and Hannah Nicholson. UC Santa Cruz videographer Nick Paris captured the process for posterity (and, we suspect, YouTube).

The results will be eye-catching and unavoidable: ten-foot tall portraits

"Turns out Libraries have NOTHING at all to do with SILENCE"



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- Movies, Reviews & Times
- Local Talk
- Classified Ads



Santa Cruz Public Libraries Inside Out Community Art Project

affixed to the outside of the downtown branch of the library, at Church and Center streets. Smaller three-foot images will be exhibited inside the building, and will become part of a permanent movable collection.

For Roberts, the process was the most moving part of the project. Six middle school students, subjects of the Live Oak photos, became Subject Matter Experts for this new undertaking. Saray, Itzel, Rene, Dyana, Casey, Joel and Sid joined photographers at the library and recruited, informed and invited a cross section of patrons to be photographed, a process that quite literally extended this conversation beyond age, race, culture and lifestyle.

All work on this huge mission has been volunteered, from photography and design to organizing and promoting. However, the oversized printing of images is costly. A Kickstarter campaign is underway to fund this project through donations from the local community and beyond. The modest \$5,000 budget is close to being met at this writing, but needs more pledges for completion.

The end result will be part of a global Inside Out project viewable on the web, with other worldwide participants. In true Santa Cruz form, Roberts and her crew are inviting the community to think globally and smile locally. "This project is at once extremely high tech in its process and absolutely basic in its humanizing results. What could be more Santa Cruz?"

Another element of the ongoing exhibit will appeal to our local democratic bent. The project crew will install voting booths at library branches and at the Museum of Art & History, in time to coincide with our nation's quadrennial election season. We, the general public, will vote on which large-scale photographs will be displayed downtown for the following month. And the conversation continues.

Santa Cruz Libraries Inside Out celebrates its opening on Aug. 3 as part of the monthly First Friday Art Walk, and will continue through Dec. 3. Learn more at kickstarter.com; search for Santa Cruz Public Library Inside Out.

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000059

6/27/2012 8:51 AM

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Special-needs resource center to open at library

by Press-Banner

05.24.12 - 02:03 pm

A resource center will open in Scotts Valley Branch Library next week to provide information to parents of special-needs students in Santa Cruz County.

The center is funded by a \$15,000 grant from the Area Board VII of the State Council on Developmental Disabilities.

Scotts Valley residents Susie Christensen and Peter Mclean are the local representatives on the Area VII Board and helped secure the grant.

Mclean and his wife, Maureen, donated more than 70 resource publications to start the collection, giving the library a foundation of materials for the special-needs community.

The center will open June 2 at the new library, 251 Kings Village Road, in Scotts Valley.

The collection will include reference books, legal manuals, video cassettes and DVDs that deal with a wide spectrum of issues.

Addressed by the fledgling collection — the only one of its kind in Santa Cruz County — are conditions including autism, attention deficit disorder, ADHD, Tourette syndrome, Asperger's syndrome, cerebral palsy, visual impairment, pervasive developmental delays, dyspraxia, bipolar disorder, sensory processing disorders, Down syndrome, anxiety, depression and obsessive-compulsive disorders.

Elizabeth Walch, president of the Friends of the Library Scotts Valley Chapter, wrote the grant.

“We are so pleased that the library’s commitment to providing resources and education to the community now includes the special-needs community,” Walch said. “We hope to obtain similar grants in the coming year so that we can continue to build on the special-needs resource collection and provide even more support to our special-needs community.”

For information: www.fsvpl.org.

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UC Berkeley's libraries next chapter may be cuts

Nanette Asimov

Updated 11:39 a.m., Tuesday, June 19, 2012

UC Berkeley ranks among the five best universities on the planet in part because an engineering researcher there has no trouble finding the gravity study he needs from the 1970s. An art historian doesn't have to be in Japan to lay his hands on a 128-year-old Kyoto guidebook. And a French scholar can examine a certain 16th century manuscript on European literary academies, no problem.

Yet the great university's libraries are in trouble.

"We can already see negative impacts on the services we provide, as we stretch our reduced staffing," University Librarian Tom Leonard wrote in an April letter to faculty. He then surveyed them to see if they preferred closing 16 of the 24 campus-supported libraries or just 10, but with fewer librarians.

Leonard expected to announce the libraries' fate in July. Instead, the faculty objected to being told they had just two choices for the wondrous athenaeums: horrible or terrible.

"There are no first-rate universities in the world without a first-rate library," 110 faculty members declared in a petition asking the university for an extra year to find other ways of keeping Cal libraries not just afloat, but great.

"We are in a crisis, and we have to kind of breathe a bit more deeply," said engineering Professor Panos Papadopoulos, who signed the petition. "We need to think more strategically."

Down 12 percent

Blame the decrepit state budget, inflation, a shift from paper to electronic research - or all three. But Berkeley has reduced its library spending by 12 percent since 2008, even as the University of Michigan, its main public competitor, has spent 24 percent more.

Berkeley now spends about \$50 million to Michigan's \$64 million - and has lost 70 of its 400 library professionals. An additional 20 positions will be kept vacant after retirements over the next three years, Leonard said.

For now, the campus has set aside its library closure plan.

As a result of the petition, Provost George Breslauer and Chancellor Robert Birgeneau will convene a blue-ribbon committee of faculty members to begin tackling the problem in August and make recommendations in December.

000061

"This is a crucial positive step toward avoiding real disaster: making sure that irreparable harm is not done to Berkeley's world-class collections," said Greg Levine, an associate professor of art history who uses four libraries - East Asian, Ethnic Studies, Anthropology and Art History/Classics - "all the time, intensively."

What it means even to use the library is changing.

"We have digitized millions of older books at a pace unimagined only a decade ago, and tens of millions of dollars cheaper than experts believed was possible," Leonard wrote in his faculty letter, noting that the campus spends about \$8 million a year on the project with the help of some 5,000 donors.

The University of California founded the California Digital Library in 1997, resulting in "one of the world's largest digital research libraries," says its website.

That was also the year UC Berkeley last heard from a blue-ribbon panel on the condition of its libraries.

"Since then, we have experienced an explosion in the channels through which information is made available, the sheer quantity and varied types of information to be accessed, and the cost of printed materials," Provost Breslauer said. The new committee will "update our thinking about how best to position our (libraries) for research and education in this time of rapid technological change."

Between 2008 and 2011, for example, campus libraries circulated 33 percent fewer print materials.

Yet people still checked out nearly half a million print books, monographs and journals last year, down from 715,383.

Deborah Blocker was one of them. An associate professor of French, Blocker was awestruck at the quality of the libraries - and the librarians - when she arrived at Berkeley in 2005.

"The first person who contacted me was a senior librarian who said, 'What can I do for you?' " she said.

Rare texts

The librarian, James Spohrer, wanted to know what books he could acquire for her, so she made a list - including a volume of 17th century French letters that had been out of print for 150 years.

"He found it and bought it, and with that I could write a chapter of my book," Blocker said. Today, she e-mails once a month to request materials from librarian Claude Potts, who speaks several languages and buys works from around the world.

The loss of such experts troubles Blocker, as does the shift to electronic searching, because the methodology doesn't mimic the way researchers work, she said. That means, for now at least, she finds more of what she needs by visiting the library instead of searching online.

And that leads to another problem: library hours.

'Situation is critical'

"The situation is critical," said Blocker, who remembers when libraries were open daily until midnight. Now, she said, many close for days or weeks during breaks in the academic year.

"Sometimes I go to Europe so that I can work!" she said. "This is still a great library, but it's becoming more complicated."

Leonard, the university librarian, said private contributions allowed the vast Moffitt Undergraduate Library to remain open for 24 hours during key study periods this year, providing unprecedented access. However, "there are legitimate concerns" at the other branches, he said.

Exactly what the faculty can do to maintain excellence is still unclear, said engineering Professor Bob Jacobsen, chairman of the Academic Senate.

"I think there's a lot of hard work in front of us," he said. "The trend is a bad one. The most recent changes are not disastrous, but if allowed to go for a few years, it would be."

Nanette Asimov is a San Francisco Chronicle staff writer. E-mail: nasimov@sfgate.com
Twitter: [@NanetteAsimov](https://twitter.com/NanetteAsimov)



Teresa Landers <landerst@santacruzpl.org>

Fwd: SCPL Patron Comment or Suggestion: Boulder Creek hitching post

WEBMASTER SCPL <webmaster@santacruzpl.org>

Fri, Jun 29, 2012 at 10:29 AM

Reply-To: loco@santacruzpl.org

To: Branch Staff Boulder Creek <bck@santacruzpl.org>, LOCO <loco@santacruzpl.org>

fyi
Do we have a plan regarding this amenity?

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

From: <webmaster@santacruzpl.org>

Date: Thu, Jun 28, 2012 at 8:43 PM

Subject: SCPL Patron Comment or Suggestion: Boulder Creek hitching post

To: webmaster@santacruzpl.org

The following message has been received from:

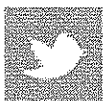
NAME: Rachel Crill

PHONE NUMBER:

EMAIL ADDRESS: animalmagnet89@yahoo.com

Hi,
I would like to encourage the library to reinstall the hitching post at the Boulder Creek library. I ride my horse to the library frequently, and unfortunately, the hitching post is no longer functional. If it is not possible to replace it at this time, I would like permission to repair/modify the remaining post, thus making it safe to tie my horse to instead of the tree.
Thank you for your time,
Rachel

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Note: We will be repairing the hitching post. We certainly support alternative modes of transportation!

000064



Teresa Landers <landerst@santacruzpl.org>

Fwd: SCPL Patron Comment or Suggestion: interlibrary loan

WEBMASTER SCPL <webmaster@santacruzpl.org>

Sat, Jun 30, 2012 at 1:24 PM

To: Metis Group <metis@santacruzpl.org>, LOCO <loco@santacruzpl.org>

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

From: <webmaster@santacruzpl.org>
Date: Sat, Jun 30, 2012 at 1:17 PM
Subject: SCPL Patron Comment or Suggestion: interlibrary loan
To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Russell Heblack

PHONE NUMBER: 831-338-9006

EMAIL ADDRESS: r.heblack@gmail.com

=====
I strongly advocate for the return of interlibrary loan as soon as possible. I feel greatly handicapped without it.
=====

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000065

JUL -3 2012

6/30/2012

Library Joint Powers Board
224 Church Street
Santa Cruz, CA 95060

Re: Employee - Liz Pollock

Dear Madam or Sir:

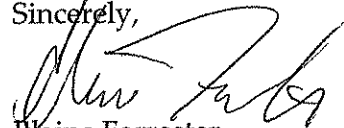
As a patron of the library, I write to commend your employee Liz Pollock for her courteous and professional service. Two examples deserve special mention.

The first involved my youngest son who was working on a scout merit badge and had to interview a government worker. Ms. Pollock generously gave him her time and vast knowledge of the history of public libraries and their valuable place in a community. Afterwards she invited him to share photos of the troop's activities and projects. She told him that photos and narratives were important documentation and something that the public might enjoy seeing on the library walls.

The second involved my middle son who needed a violin piece for an evaluator. Ms. Pollock spent time finding the piece and describing and showing him where music pieces were located in the branch and how to search for them. She also suggested that he could check out a CD of the piece so he could listen to a performance of it.

In sum, Ms. Pollock is an employee who deserves praise. She represents the best of what the library offers to its patrons and our community.

Sincerely,



Elaine Forrester
514 Windham Street
Santa Cruz, CA 95062
(831) 427-9964
elaineforrester@yahoo.com

000066



Teresa Landers <landerst@santacruzpl.org>

Fwd: SCPL Patron Comment or Suggestion: ringofwords@gmail.com

WEBMASTER SCPL <webmaster@santacruzpl.org>

Tue, Jun 12, 2012 at 11:31 AM

To: Metis Group <metis@santacruzpl.org>, Emily Huscher <huschere@santacruzpl.org>

Cc: System Selection Librarians <sellib@santacruzpl.org>

Here is some wonderful feedback about the special needs resource center in SV, as well as a suggestion to purchase some teen oriented titles for that collection. I'll respond to the patron, but I thought Emily could report the feedback to the SV friends, sellib could look at the list of suggestions, and Metis would like to see positive feedback!

Diane Cowen

Virtual Services Coordinator

Santa Cruz Public Libraries




Tel: 831.427.7706 x 7763

<http://www.santacruzpl.org>



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

From: <webmaster@santacruzpl.org>

Date: Mon, Jun 11, 2012 at 5:50 PM

Subject: SCPL Patron Comment or Suggestion: ringofwords@gmail.com

To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Diane Bokulich

PHONE NUMBER: 8314233371

EMAIL ADDRESS: ringofwords@gmail.com

Thank you so much for your new Special Needs section at the Scotts Valley library. Having a special needs kid can be a challenge. Not being able to have access to much needed books, information and educational tools can be very discouraging. You brought tears to my eyes, great joy and a gift to our community. Thank you! Thank you! Thank you!

We would love to see the teen books from Michelle Garcia Winner, such as...

000067

Socially Curious, Curiously Social: A Social Thinking Guidebook for Bright Teens & Young Adults by Michelle Garcia Winner and Pamela Crooke
ISBN: 978-0-88427-202-1

Social Fortune or Social Fate: A Social Thinking Graphic Novel Map for Social Quest Seekers by Pamela Crooke and Michelle Garcia Winner
ISBN: 978-0-9825231-5-5

My teen has wanted to read these for a long time in his quest for help in social pragmatics, but I have not been able to afford purchasing them.

How Rude: The Teenagers' Guide to Good Manners, Proper Behavior and Not Grossing People Out by Alex J. Packer.
ISBN: 1-57542-024-4

Parent's Guide to College for Students on the Autism Spectrum by Jane Thierfeld Brown, Lorraine Wolf, Lisa King & G Ruth Kukiela Bork
ISBN 13: 978-1-934575-89-5

Inside Out: What Makes a Person with Social Cognitive Deficits Tick? by Michelle Garcia Winner
ISBN: 09701320-2-6

Social Thinking at Work by Michelle Garcia Winner and Pamela Crooke
ISBN 13: 978-088427-203-8

=====

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SANTA CRUZ
PUBLIC LIBRARIES



Teresa Landers <landers@ santacruzpl.org>

Fwd: SCPL Patron Comment or Suggestion: Downtown branch

WEBMASTER SCPL <webmaster@santacruzpl.org>

Thu, Jun 28, 2012 at 1:00 PM

Reply-To: loco@santacruzpl.org

To: Metis Group <metis@santacruzpl.org>, LOCO <loco@santacruzpl.org>

fyi

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

From: <webmaster@santacruzpl.org>

Date: Thu, Jun 28, 2012 at 11:55 AM

Subject: SCPL Patron Comment or Suggestion: Downtown branch

To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Downtown library customer

PHONE NUMBER:

EMAIL ADDRESS:

=====
Thank you for the First Alarm security guard. The whole feeling of the library is now better since fewer bums are hanging around inside and outside. It was a good decision considering the recent murder downtown. I have long noticed that few women ever sit in the desks along the street across from City Hall; I imagine that they feel your library is a hostile place. It is surprising that your female director took this long to realize that. Please keep the guard permanently for all the hours that you are open.
=====

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SANTA CRUZ
PUBLIC LIBRARIES

000069



Teresa Landers <landerst@santacruzpl.org>

Fwd: SCPL Patron Comment or Suggestion: Library security

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

Fri, Jun 22, 2012 at 1:18 PM

The reference team will be discussing some issues noted by this volunteer at our meeting this Wed.
Leslie

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

From: <webmaster@santacruzpl.org>
Date: Thu, Jun 21, 2012 at 8:02 PM
Subject: SCPL Patron Comment or Suggestion: Library security
To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Lynette Clark

PHONE NUMBER: 831-684-0192

EMAIL ADDRESS: rplpclark@sbcglobal.net

=====
To: Teresa Landers and the SC Library Joint Powers Authority Board

While at the downtown library today I was delighted to see security personal on-site.

I utilize the downtown library weekly both as a patron and as a volunteer with the SC Genealogy Society.

I know both users and volunteers (and I am sure employees) will be happy with this increased security and hope that it will continue permanently.

Thank you for your attention to this issue.

Lynette Clark

=====

--

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Get answers on the go! Text SCPL to 66746 for instructions!



SANTA CRUZ
PUBLIC LIBRARIES

000070



Teresa Landers <landerst@santacruzpl.org>

NICE PATRON RESPONSE re email notices

EREF SCPL <eref@santacruzpl.org>

Thu, Jun 14, 2012 at 12:45 PM

To: Reference Team <refer@santacruzpl.org>, Library IT <lit@santacruzpl.org>

Cc: Metis Group <metis@santacruzpl.org>

a bit of lightheartedness from a patron:

"The notification system is working for me now. I received an email notice this morning. Thanks for you help.
Now if I could only learn to read faster! - Joseph"

000071



Teresa Landers <landerst@santacruzpl.org>

Fwd: SCPL Patron Comment or Suggestion: Central Security Guard

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

Tue, Jun 26, 2012 at 12:20 PM

I didn't answer her. Let me know if you want me to.

Diane Cowen

*Virtual Services Coordinator,
Santa Cruz Public Libraries*
Tel: 831.427.7706 x 7763
<http://www.santacruzpl.org>



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Text SCPL to 66746 for
instructions!



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

From: <webmaster@santacruzpl.org>
Date: Tue, Jun 26, 2012 at 9:38 AM
Subject: SCPL Patron Comment or Suggestion: Central Security Guard
To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Susan Kerr

PHONE NUMBER:

EMAIL ADDRESS: svsuzsan@gmail.com

=====

Thank you, finally,
1) for recognizing the
need for a security guard to be present
at Central. Perhaps patrons who are
now avoiding Central will feel a little
safer coming into the building and not
driving out to the branches instead
2) and for showing that you are making an effort to take these lost patrons' concerns into consideration.

Please continue with this program of
security until this perceived safety threat is reduced or eliminated. People

000072

Top Libraries in U.S. and Canada Issue Statement Demanding Better Ebook Services

By [Michael Kelley](#) on June 5, 2012 [7 Comments](#)

From

LIBRARYJOURNAL

Over 70 library systems from the United States and Canada — including New York, Los Angeles, Boston, Toronto, and Chicago — today issued a joint statement demanding vastly improved ebook services for library users in North America.

The statement, dubbed the [ReadersFirst Initiative](#), outlines four principles the libraries want e-content providers — the middlemen between publishers and libraries — to follow in order to lift content restrictions and also make the borrowing experience less cumbersome.

“Libraries have a responsibility to fight for the public and ensure that users have the same open, easy and free access to ebooks that they have come to rely on with physical books,” the statement reads. “They face two major challenges. The first is that, unlike print books, publishers are not required to sell e-books to libraries – and many do not. This is a complex and evolving issue. The second, addressed here, is that the products currently offered by e-content distributors, the middlemen from whom libraries buy ebooks, create a fragmented, disjointed and cumbersome user experience.”

The four principles outlined in the letter, which is going to be sent to various distributors, were drafted and circulated by the New York Public Library (NYPL), said Christopher Platt, the director of collections and circulation operations at NYPL. Platt was speaking from the BEA convention taking place in New York City this week.

“We came up with some language and sent it around and it resonated and took off and it’s now really a joint statement. We did conference calls and robust communications so everyone had input,” Platt said. “A lot of us are at BEA on the floor having quality time with some of these distributors so it’s good timing and we can talk to them and articulate our concerns.”

The four principles demand that library users be able to:

- Search and browse a single comprehensive catalog with all of a library’s offerings at once, including all e-books, physical collections, programs, blogs, and donor opportunities. Currently, content providers often only allow searches within the products they sell, depriving users of the comprehensive library experience.
- Place holds, check-out items, view availability, manage fines and receive communications within individual library catalogs or in the venue the library believes will serve them best, without having to visit separate websites (libraries, not distributors, should be enabled to manage all interactions with users).
- Seamlessly enjoy a variety of e-content. To do this, libraries must be able to choose content, devices and apps from any provider or from multiple providers, without bundling that limits a library’s ability to serve content they purchase on platforms of their choice.

- Download e-books that are compatible with all readers, from the Kindle to the Nook to the iPad and so on.

“In order for libraries to continue to function as key providers of information to the public, these basic principles must be followed,” the statement said. “The libraries who signed this agreement are committed to holding content providers to this standard, and will prioritize these requirements when acquiring e-books and other e-content.”

The principles clearly reflect the growing dissatisfaction among librarians not only about their inability to get ebooks from publishers but also with the fractured nature of the lending experience.

In particular, even as some publishers demand more “friction” be added to borrowing, the librarians’ demand for a frictionless, seamless experience stems from the requirement that library patrons often have to jump interfaces when borrowing an ebook and librarians would prefer that the transaction remain within the confines of their OPAC or their discovery layer (such as Bibliocommons).

“Vendors have tried to make their platforms library-like, but the user is still off the library site and segregated from the rest of the library experience and collection,” Platt said. “We need to make sure we are not segregating our patrons in a place where we can’t walk them back to the experience we want them to have.”

For example, NYPL uses Bibliocommons as its discovery layer and it contains crowd-sourced comments on various titles in the NYPL collection.

“If you get pulled off to another econtent platform you’re only searching within that econtent frame and missing all that other stuff,” Platt said. “And as econtent broadens we’re creating multiple log-ins and there is no reason to. It’s time to take a comprehensive look and stand on how we want the technology and business model to develop, and we aren’t just talking about the publishers.”

The circulation of the statement coincided nicely with a meeting of the Canadian Urban Libraries Council last week in Ottawa which allowed all the members who were in attendance (26) to voice their support, according to Jefferson Gilbert, the executive director. The organization has 40 members in all.

“The statement is completely in line with what we were working on already,” he said, noting that it echoed a statement the council first put together in 2010.

Gilbert said that his organization is preparing a request for information (RFI) that hopes to find a company that can address some of the technological issues raised in the statement and effectively create a service bureau that would act as a type of “lending layer” for libraries alongside their discovery layer. Gilbert said they hope to start a pilot project by January 2013.

“It’s important for the user. This is a user based advocacy effort to make it better for the user,” he said.

To date, the only vendors that have achieved an ILS integration are 3M and Polaris, but even that integration would not hold together should a library also offer content from an additional provider, which is often the case.

OverDrive recently announced that its APIs would be available in July, which would at least make integration with the OverDrive platform more doable.

In the case of reading devices, Kindle compatibility is the holy grail for many ebook distributors, but only OverDrive has a deal with Amazon at present, even as more distributors are entering the market with their own platforms (eg., Baker & Taylor’s Axis 360, Ebooks on EBSCOhost, Freading) that are not compatible with Kindle yet.

The American Library Association’s Digital Content and Libraries Working Group has been exploring issues of business models and accessibility, and the group will be meeting at the upcoming ALA annual conference in Anaheim on Sunday, June 24, from 1:30–3:30.

The confirmed signatories of the statement so far are:

- | | |
|---|---------------------------------|
| Alameda County Library | Fraser Valley Regional Library |
| Albuquerque/Bernalillo County Libraries | Free Library of Philadelphia |
| Arlington Public Library | Georgetown County Library |
| Austin Public Library | Greater Victoria Public Library |
| Barrie Public Library | Halifax Regional Library |
| Bibliothèque de Gatineau | Hamilton Public Library |
| Bibliothèque de Montreal | Hartford Public Library |
| Boston Public Library | King County Library System |
| Brooklyn Public Library | Kitchener Public Library |
| Burlington Public Library | Lincoln City Libraries |
| Califa Library Group | Los Angeles Public Library |
| Cambridge Libraries | Madison Public Library |
| Canadian Urban Libraries Council | Markham Public Library |
| CCS – Cooperative Computer Services | Memphis Public library |
| Charlotte Mecklenburg Library | Mid-Continent Public Library |
| Chicago Public Library | Mississauga Public Library |
| Columbus Metropolitan Library | Multnomah County Library |
| County of Los Angeles Public Library | Nashville Public Library |
| Daniel Boone Regional Library | New Orleans Public Library |
| Dekalb County Public Library | The New York Public Library |
| Denver Public Library | Omaha Public Library |
| District of Columbia Public Library | Ottawa Public Library |
| DPLA Steering Committee | Peninsula Library System |
| Durham County Library | Pierce County Library System |
| Edmonton Public Library | Pima County Public Library |

Prince George's County Memorial Library
Princeton Public Library
Public Library of Cincinnati and Hamilton
County
Public Library of Youngstown and
Mahoning County
Queens Library
Sacramento Public Library
Salt Lake City Library
Salt Lake County Library
San Diego County Library
San Diego Public Library
San Francisco Public Library

Santa Clara County Library
Saskatoon Library
The Seattle Public Library
Sno-Isle Libraries
Thunder Bay Public Library
Toledo-Lucas County Public Library
Topeka and Shawnee County Public Library
Toronto Public Library
Whitby Public Library
Wichita Public Library
Vancouver Island Regional Library
Vancouver Public Library
Vaughan Public Library

Community Reference: Making Libraries Indispensable in a New Way

By Colbe Galston, Elizabeth Kelsen Huber, Katherine Johnson, and Amy Long

Embedded librarians showcase skills and resources in unique community partnerships

Posted Wed, 06/13/2012 - 11:00

Libraries are constantly evolving to adapt to the needs and desires of our users. Most of these changes have occurred inside our buildings, from obtaining cutting-edge technology to providing self-service and redesigned spaces. While these changes have been vital, they have failed to increase our presence in the community. How can we truly demonstrate our value to our communities beyond our physical/virtual space, programming, outreach, and materials?

Jamie LaRue, library director for Douglas County (Colo.) Libraries (DCL), asked his librarians this question. LaRue envisions a future where the librarian and the library are a central hub of the community. Librarians have the power to change lives and build community—but to do this, we have to leave our desks, leave our buildings, and show the community what a powerful tool we are. LaRue firmly believes that the library's most powerful asset is its professional staff. He wants librarians interacting with the community, answering their questions, informing their discussions, and helping them—as partners—achieve their goals. These opportunities will not find us; we have to seek them.

Traditional reference questions are not coming into the library as they have in the past, and yet those questions continue to be raised by participants in community group meetings. Community reference involves sending librarians out into the community to work closely with groups and conduct onsite reference interviews, as needed, to discover and answer their questions. This process helps our librarians stay informed on the needs, goals, and direction of the community, allowing us to showcase our skills and services in a new way. We know that librarians are passionate about reference and research and are well-suited to provide expert research assistance at little or no additional cost to the community. Now it is up to us to demonstrate that. Librarians are uniquely trained to inform the conversations that are happening all around us, just outside our doors. All we have to do is get involved.

As Douglas County Libraries grappled with this concept, a small group of staff was selected to address the most prevalent concerns: What does community reference look like? Can we make this into something that truly adds value to the community? We discovered that to create something strategic, impactful, relationship-centered, and part of our everyday duties we needed to follow three simple guidelines: Show up, pay attention, and stay in touch.

Show up: Embedding our librarians

Embedding librarians in local organizations is the cornerstone of community reference. Assignments for embedded librarians vary from branch to branch so as to strategically target organizations that will provide the greatest partnership opportunities. DCL staff are embedded throughout the county in local schools, city councils, metro districts, economic development

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councils, and even a local women's crisis center. Not only can embedded librarians attend meetings, inform discussions, and answer community reference questions—asked during a meeting or by community leaders with whom embedded librarians meet—librarians often also assist with the leadership of the organization; report on the group's activities, goals, and direction; and in general become an integrated part of the group. Participating in these organizations allows us to demonstrate our value, while also becoming deeply knowledgeable about the issues they are facing. With this information, we can then discover the issues that our entire county is facing.

Douglas County Libraries' first experiment with embedded librarianship occurred in 2006 when LaRue was invited to attend the meetings of the Parker Downtown Development Council (DDC). A group of property and business owners who wanted to improve the downtown shopping district invited town staff, city council members, and other stakeholders to work with them. The Parker Library manager and librarians began attending their meetings and served as the DDC's secretary and in-house researcher (doing everything from minutes to volunteering at events, hosting information on the library website, and researching local architecture and methods for economic development in small towns). When the DDC was asked to describe the value of the library's service over several years, members mentioned the importance of the expert research the librarians provided, the communication we facilitated, and the credibility a partner like the library brought to a fledgling organization. The library built strong relationships with these motivated community leaders, amazed them with our research skills, and helped the group grow into a formal nonprofit that leads the community's drive for economic growth.

This became our model of success—the story we told to illustrate what we wanted to accomplish and what we had to offer. It got us excited, got us in the door, and started the ball rolling. Then the question became, “I'm here, now what?”

Pay attention: I'm here, now what?

The trickiest part of this process is perhaps the most powerful: building relationships. There is no rule book, no class that can be taught or checklist that can be created. What we expect of our librarians is simply that they show up and pay attention. By becoming aware of the issues important to the community group they are embedded in, they can begin to find ways to become part of what that group is working on. Through community reference questions and community reference projects, the embedded librarians can begin to use their skill as researchers to inform the discussion and assist the group to achieve their goals and mission.

Answering community reference questions builds a partnership between the library and the community group by giving us an active role in the group's work. A prime example: In early 2010, a local economic development council (EDC) was discussing the recent surge of medical marijuana dispensaries in Colorado and they wondered how other cities in Colorado were regulating this new business and what kind of regulations would work best for their city. The embedded librarian offered to research their question and compile a report on medical marijuana dispensary regulations. She compiled the research into an easy-to-read three-page report containing common regulations from California and Colorado, as well as a table showing how each city and county in Colorado was regulating medical marijuana dispensaries.

The story doesn't end there. The embedded librarian presented the report to the EDC, and members of that committee shared it with the local city council. DCL branch managers also passed it on to their local city councils. LaRue shared it with the library board and his contacts across the county. It went viral! One day a patron asked for information on medical marijuana dispensaries and how the city was handling them, and the librarian working the desk at another branch was able to get a copy of the report to help answer his question.

The library's work with the Parker DDC produced several community reference questions, some asked by the group and others generated by the embedded librarians. Projects the library produced for the group ranged from a PowerPoint presentation about different architectural styles found in Douglas County to a report on the steps required to obtain nonprofit status and biographies and photos of local historical figures needed to create a historical walking tour of the downtown area. At the beginning of our relationship with the DDC, the Urban Libraries Council published the *Making Cities Stronger: Public Library Contributions to Local Economic Development* report. *Making Cities Stronger* provided an ideal opportunity to educate an economic development group about the various ways libraries can benefit a community's economy. The library created executive summaries that discussed the key findings of the report, adding local examples and supplemental information. The library's presence at the Parker DDC meetings allowed us to inform the conversation, educate the group about little-known aspects of public libraries, and demonstrate our research prowess.

Community reference projects are essentially community reference questions on steroids. These projects deal with questions and timely, large-scale issues affecting more than one city or organization in Douglas County. In November 2010, DCL approved a project on higher education in the county. They assigned a team of five librarians—including an intern and two associate directors—who would look at this issue in depth and create a report on several aspects related to higher education. The team dove into the research, which included interviewing local leaders and institutions, completing a literature review, and sending an email survey to over 150 community members. The reaction of those we interviewed and surveyed was impressive. Many felt the library is an ideal institution to do this research, since we are impartial. Others were impressed to learn that DCL is aware of the community's goals in this area. The information was presented to the Castle Rock Economic Development Council, and frequent requests for the full report have been coming in from developers, local college presidents, and city officials. The completed report is available for download from the library's website.

The most exciting result of working with community groups on answers to their questions and larger-scale research projects affecting the county is that our librarians know what is happening in our communities—and our communities know that we do. Recently, a librarian connected information she learned at a community meeting to a question our library leadership was discussing. LaRue simply smiled and said, "I love that our librarians know this!" and we, in turn, love that our communities have come to that realization as well.

Stay in touch

Beyond showing up as embedded librarians in strategically targeted organizations and building relationships by paying attention to the community's needs and goals, we also need to stay in

touch. To create the kind of impact we want, we needed an easy process to track the data from discussions and projects and share it with other embedded staff. With this in mind, we created the private Community Reference blog.

We created and launched the blog in WordPress for Douglas County Library professional staff to post information and updates from their communities. This central tool helps us organize and share information gathered by embedded librarians and school liaisons across the library district. Since time is valuable and in-person meetings can take a lot of coordination, the blog provides a virtual meeting ground for librarians. It also contains information on all aspects of the Community Reference Project, including documents to assist with project proposals as well as evaluative tools for completed projects.

On the blog, librarians post interviews with community leaders; current issues in the county; community leader biographies; and meeting minutes from various community groups, including city councils, economic development committees, metro districts, and cultural and community associations. While it is possible to identify large themes without a tool like the blog, the Community Reference Project blog helps all librarians in the district discover common ground and hyperlocal issues. General concerns about the economy, funding, and growth affect many communities, but our blog helps us discover specific issues that Douglas County is facing. Data collection on the blog allows librarians to search for emerging communitywide issues or problems throughout our county. When an emerging community issue is identified, a team of librarians can research, analyze, and provide recommendations on how to work through the problem or issue.

The blog is extremely helpful for staying in touch, but LaRue wanted more. He sought a systematic approach to uncovering common issues in the county. A more structured approach would enable the library to begin e-publishing information *for* the community, *about* the community. His new idea: Have trustees and librarians interview key community members annually to identify the issues and concerns their constituents face.

In early 2011, over 20 community interviews were conducted and posted to the Community Reference blog. The entries were tagged CIP11 so they could be easily identified via internal tag searching. This allowed the group to become familiar with all the interviews that were conducted and narrow the major issues and concerns to a few key areas. Those issues were then discussed in a wrap-up meeting with those from the community who participated to make sure we got it right. From these interviews, the library has developed a series of programs on new and hot topics, created a new position to respond to a need of the community, and gathered valuable data about what our community is going through and what they care about. We also made valuable connections with leaders and influencers in Douglas County. When we duplicate this process in 2013, the archive of the 2011 interviews will be able to show us a progression.

The Community Reference blog has truly helped tie our efforts into a coordinated, self-directed part of our daily duties.

Unique outreach benefits both partners

Community reference is a way to integrate ourselves into the community that highlights the skills and services we have to offer. This unique outreach creates a valuable partnership for the library, communities, and the library profession at a time when we need our communities to support the existence and funding of their local library. It is outreach with a hyperlocal emphasis, something the library can do better than any other community organization. As libraries all over the country face steep budget cuts, the library needs to reinvent itself to stay relevant and create a library culture. We rely on our community's support, and community reference in turn allows us to be strategically placed for our community to rely on our skills and services.

The value of the library's involvement with a community organization includes both the tangible and the intangible. The embedded librarian generates reports, minutes, executive summaries, bibliographies, and many other deliverables that represent hours of research and analysis performed in response to an organization's information needs. The cost of having an independent information professional perform the same research would be prohibitive for most community groups or nonprofits.

But the value of the library's partnership is not limited to concrete pieces of information. The library stands with the local organization as a noncompetitive partner who has a deep and broad knowledge of the community, connections with other groups that might assist or inform the organization's mission, and a desire to see the organization succeed. At times, the library's connection can go beyond our greatest hopes—for example, when the Parker DDC publicly acknowledged that the library lent credibility to their fledgling organization. The idea that the library can validate a group's worth was not something that we ever considered. But it makes perfect sense: Everything that the library offers to individuals to help them succeed—resources, guidance, expertise—is also available to organizations as a whole. This makes us just as essential to these groups as we are to our patrons.

What innovations in community involvement and outreach is your library pursuing? We would love to hear from you and include your story in our upcoming ebook on this topic.

At Douglas County (Colo.) Libraries, COLBE GALSTON is business librarian, ELIZABETH KELSEN HUBER is head of the adult services department, and KATHERINE JOHNSON is adult services librarian at the Highlands Ranch Library, and AMY LONG is patron services department head at the Castle Pines Library.



County of Santa Cruz

COUNTY ADMINISTRATIVE OFFICE

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

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

SUSAN MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

June 7, 2012

AGENDA: June 11, 2012

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

REVISED REVENUE ESTIMATES FOR 2011-12 and 2012-13

Dear Members of the Board:

The purpose of this letter is to provide your Board with revised estimates of the funds available to the libraries for 2011-12 and 2012-13. The revised estimates, which update the estimates provided in January 2012, are based on the most recent data on sales and property tax revenues and updated population numbers for the service areas of the Santa Cruz City/County Library System and the Watsonville Library.

The tables, which follow, show:

- ✓ the population percentages used to distribute Library Financing Authority funds for 2011-12 and 2012-13; and
- ✓ the revised revenue estimates for 2011-12 and 2012-13.

Population

As shown in Table 1 there has been little change in the population percentages over the last year. The population numbers are from the E-1 Reports of the State Department of Finance.

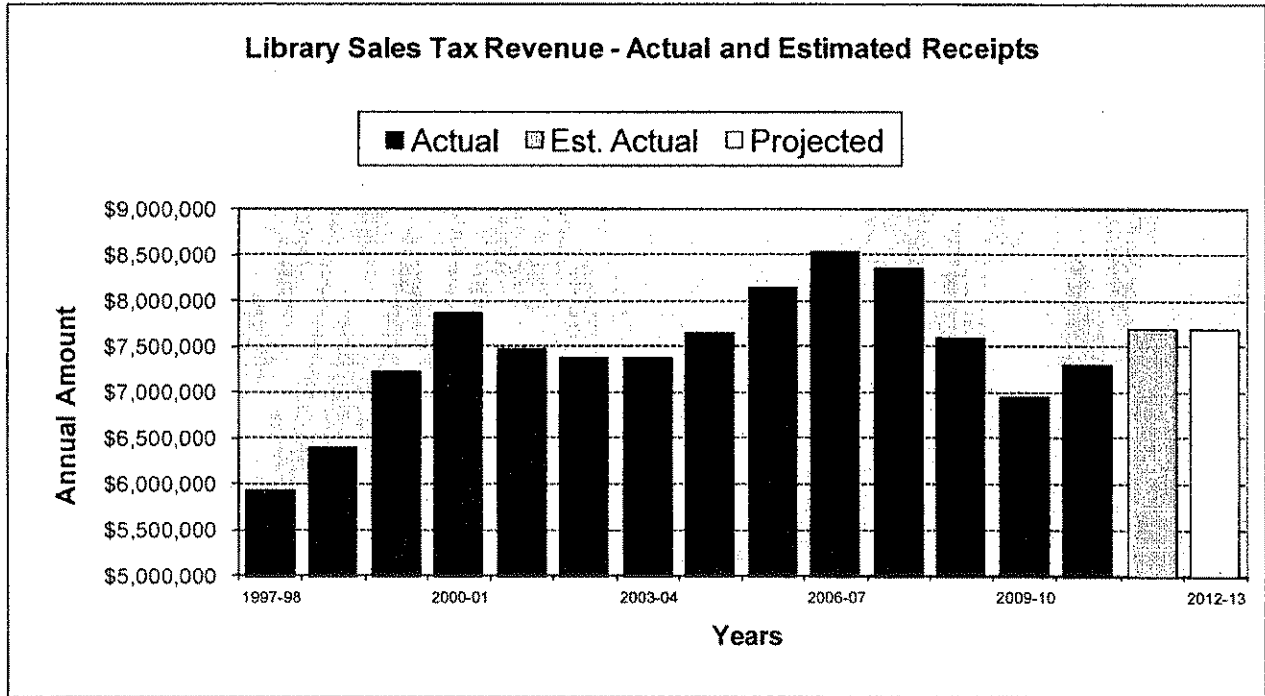
Table 1
Population Percentages for 2011 and 2012

Item	2011	2012	Change
Santa Cruz City County Library System	77.39%	77.46%	0.07%
Watsonville Library	22.61%	22.54%	-0.07%
Totals	100.00%	100.00%	0.00%

Sales Taxes

As illustrated in the following graph, the sales tax component of the 2012-13 revenue estimate is based on 2011-12 performance. The estimate is conservative and therefore does not anticipate growth for 2012-13. We will provide an update on Sales Tax revenue when the final results for the fourth quarter

of 2011-12 are known in July. Through May, Sales Tax revenue for the fourth quarter of 2011-12 was \$203,392 above our January estimate. Attachment 2 provides a history of the library sales tax receipts.



Property Taxes

The property tax estimates used to calculate the 2012-13 County MOE are based on zero growth. Our office was recently advised by the County Assessor of a possible reduction of up to 1% in property taxes. A 1% reduction would reduce the County MOE by an estimated \$44,803. The actual rate will be known in August.

Elsewhere on today's agenda your Board was presented with a report from the Auditor-Controller on the methodology for distribution of residuals from the Redevelopment Property Tax Trust Fund. The distribution model selected by the Auditor-Controller leaves passthroughs intact. Estimated losses to the County Library Fund from the alternative distribution model could be as much as \$421,000 in fiscal year 2011-12 and \$850,000 in 2012-13 for a total reduction of approximately \$1.2 million.

Revised Revenue Estimates

As shown in Table 2, the revised revenue estimate for 2011-12 increased by \$152,182 from the revenue estimate provided to your Board in January 2012 and the revenue estimate for 2012-13 has improved by \$150,157. Measure R Sales Tax estimates are based upon actual receipts through May, 2012. The Auditor-Controller has an existing procedure in place to distribute excess revenue as it is

**BOARD OF DIRECTORS
REVISED REVENUE ESTIMATES (2011-12 and 2012-13)**

received in accordance with the population percentages approved in the current fiscal year Library Financing Authority budget.

**Table 2
Revised Revenue Estimates - Jan 2012 Estimates Compared to May 2012 Estimates**

Item	2011-12					2012-13			
	Jan 1, 2011 Pop	Approved Budget	Jan Estimate	May Est	Jan - May Increase	Jan Estimate	Jan 1, 2012 Pop	May Est	Increase
Measure R (Sales Tax)*		\$7,145,393	\$7,517,087	\$7,692,187	\$175,100	\$7,517,087		\$7,692,187	\$175,100
Maintenance of Effort									
City of Santa Cruz		1,394,751	1,394,751	1,394,751	0	1,394,751		1,394,751	0
City of Watsonville		541,684	541,684	541,684	0	541,684		541,684	0
County		4,708,301	4,634,838	4,611,920	(22,918)	4,672,191		4,648,781	(23,410)
Total MOE		<u>6,644,736</u>	<u>6,571,273</u>	<u>6,548,355</u>	<u>(22,918)</u>	<u>6,608,626</u>		<u>6,585,216</u>	<u>(23,410)</u>
Interest Earnings		4,601	4,601	4,601	0	5,285		3,752	(1,533)
Total		<u>\$13,794,730</u>	<u>\$14,092,961</u>	<u>\$14,245,143</u>	<u>\$152,182</u>	<u>\$14,130,998</u>		<u>\$14,281,155</u>	<u>\$150,157</u>
Distribution Detail									
Measure R (Sales Tax)									
Watsonville Library	22.61%	\$1,615,573	\$1,699,613	\$1,739,203	\$39,590	\$1,699,613	22.54%	\$1,733,819	\$34,206
Santa Cruz Library System	77.39%	5,529,820	5,817,473	5,952,983	135,510	5,817,473	77.46%	5,958,368	140,895
Total	100.00%	<u>\$7,145,393</u>	<u>\$7,517,087</u>	<u>\$7,692,186</u>	<u>\$175,100</u>	<u>\$7,517,087</u>	100.00%	<u>\$7,692,187</u>	<u>\$175,101</u>
Maintenance of Effort									
Watsonville Library	22.61%	\$1,502,375	\$1,485,765	\$1,480,583	(\$5,182)	\$1,494,210	22.54%	\$1,484,308	(\$9,902)
Santa Cruz Library System	77.39%	5,142,361	5,085,508	5,067,772	(17,736)	5,114,416	77.46%	5,100,908	(13,508)
Total	100.00%	<u>\$6,644,736</u>	<u>\$6,571,273</u>	<u>\$6,548,355</u>	<u>(\$22,918)</u>	<u>\$6,608,626</u>	100.00%	<u>\$6,585,216</u>	<u>(\$23,410)</u>
Interest Earnings									
Watsonville Library	22.61%	\$1,040	\$1,040	\$1,040	\$0	\$1,195	22.54%	\$846	(\$346)
Santa Cruz Library System	77.39%	3,561	3,561	3,561	0	4,090	77.46%	2,906	(1,187)
Total	100.00%	<u>\$4,601</u>	<u>\$4,601</u>	<u>\$4,601</u>	<u>\$0</u>	<u>\$5,285</u>	100.00%	<u>\$3,752</u>	<u>(\$1,533)</u>
Grand Total									
Watsonville Library	22.61%	\$3,118,988	\$3,186,418	\$3,220,827	\$34,409	\$3,195,019	22.54%	\$3,218,972	\$23,953
Santa Cruz Library System	77.39%	10,675,742	10,906,542	11,024,316	117,774	10,935,979	77.46%	11,062,183	126,204
Total	100.00%	<u>\$13,794,730</u>	<u>\$14,092,961</u>	<u>\$14,245,143</u>	<u>\$152,182</u>	<u>\$14,130,998</u>	100.00%	<u>\$14,281,155</u>	<u>\$150,157</u>

* Net of the \$3,500 required for the annual audit which was authorized by the Library Sales Tax ballot measure and the State Board of Equalization's Administrative Cost Assessment

Repayment of the 2001-02 Allocation Error

As we have previously advised your Board, in 2001-02 there was an error in the allocation of Library Financing Authority funds between the Santa Cruz City/County Library System and the Watsonville Library which went undetected until 2004. Santa Cruz and Watsonville have agreed on the amount of the allocation error and that the funds will be repaid with interest with the first payment occurring in 2008-09 and the last payment in 2012-13. The 2012-13 amount of \$40,451.39 will be subtracted from Santa Cruz's August 2012 Library Financing Authority payment and added to Watsonville's August 2012 Library Financing Authority payment.

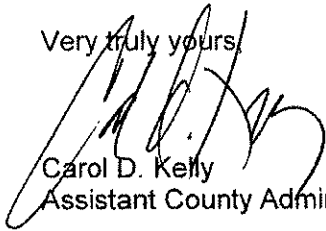
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Recommendation

At this time it is RECOMMENDED that your Board take the following actions:

1. approve the amounts in Attachment 1 as the Revenue Estimate for 2012-13;
2. authorize the Auditor-Controller to decrease the August 2012 Library Financing Authority payment to the Santa Cruz City/County Library System by \$40,451.39, and increase the Watsonville Library payment by a like amount;
3. authorize the Auditor-Controller to make all necessary adjustments to facilitate 2011-12 year end closing and 2012-13 budget adjustment and distribute any revenue received in excess of the adopted budget in accordance with the population percentages; and
4. authorize the County Administrative Office to execute an engagement letter with Caporicci and Larson for the annual audit at a cost not to exceed \$3,500.

Very truly yours,



Carol D. Kelly
Assistant County Administrative Officer

Attachments

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

2012-13 Final Revenue Estimate
Library Financing Authority
Population Adjustments, Authority Revenues and Disbursements

Population ¹	Amount	Adj. ²	Adj. Amount
Watsonville Library	51,611	8,343	59,954
Library System			
-- City of Santa Cruz	61,955		60,800
-- County Library Fund			
.. Unincorporated Area	130,793	(8,343)	122,450
.. Scotts Valley	11,641		11,641
.. Capitola	9,981		9,981
Total County Library Fund	152,415	(8,343)	144,072
Total Library System	214,370	(8,343)	206,027
Grand Total	265,981	0	265,981
Library Financing Authority Revenues			Amount
Section 3.1 -	Amount From Maintenance of Effort Contributions		
-- City of Santa Cruz			\$1,394,751
-- City of Watsonville			541,684
-- County Library Fund			4,648,781
Total Maintenance of Effort			\$6,585,216
Section 3.4 -	Amount from Special Tax		7,692,187
Interest Earnings			3,752
Carry Over Amount			0
Distribution Amount			\$14,281,155
-- County-wide Population			265,981
Per Capita Amount			\$53.69
Library Financing Authority Disbursements			Amount
-- Watsonville Library	59,954	22.54%	\$3,218,972
-- Library System	205,755	77.46%	11,061,183
Total			\$14,281,155

¹ From January 2011 and 2012 Official State Estimates of the Population of California Cities and Counties (Report E-1) published by the State Department of Finance May 1, 2012.

² See Section 4.3 of the Library Financing Authority Agreement and the attached population adjustment.

Population Adjustments

Item	Adjustments	Total	Library System	Watsonville Library
1. Department of Finance Population Estimate for January 1, 2011(E-1 Report)		265,981	214,370	51,611
2. Joint Exercise of Powers Agreement Santa Cruz County Library Financing Authority Section 4.3 (A) Service Area Population Adjustment for 2012-13 of plus 3.1366% for the Watsonville Library and minus 3.1366% for the City-County Library System,	8,343			
3. Joint Exercise of Powers Agreement Santa Cruz County Library Financing Authority Section 4.3 (B) Service Area Population adjustment for annexations applicable to the 2012-13 Fiscal Year.	0			
Totals	8,343		(8,343)	8,343
Adjusted Totals for 2012-13 Revenue Estimate		265,981	206,027	59,954

Attachment 2

History of the Library Sales Tax Measure
Quarterly and Annual Amounts

Library Sales Tax Receipts - Quarterly and Annual

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

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Library Sales Tax Receipts - Quarterly and Annual

Year	Quarter	Quarterly Actual and Est/Act (Bold)	Estimate **	Annual		
				Actual/ Estimate	Change over Prior Year	% Change over Prior Year
2010-11	1	1,845,994				
2010-11	2	1,944,408				
2010-11	3	1,784,248				
2010-11	4	1,738,035		\$7,312,685	\$365,266	5.26%
2011-12	1	1,977,610				
2011-12	2	2,017,194				
2011-12	3	1,926,748				
2011-12	4	1,774,135	1,774,135	\$7,695,687	\$383,002	5.24%
2012-13	1		1,977,610			
2012-13	2		2,017,194			
2012-13	3		1,926,748			
2012-13	4		1,774,135	\$7,695,687	\$0	0.00%

* The amount for the 1st quarter of 2008-09 includes the cost of the Measure R Election.
 Estimated cost of the election was \$275,000. Actual cost of the election was \$198,267.

** Bold Amounts are Estimated

Proposed Budget
Fiscal Year 2012-13

UTILITIES COST COMPARISON

	FY 11/12	FY 12/13
WATER		
APTOS	\$ 1,500	\$ 1,500
BOULDER CREEK	\$ 1,300	\$ 1,300
BRANCIFORTE	\$ 1,600	\$ 1,600
CAPITOLA	--	
CENTRAL	\$ 4,100	\$ 4,100
FELTON	--	
GARFIELD PARK	\$ 1,000	\$ 1,000
HEADQUARTERS	\$ 1,300	\$ 1,300
LA SELVA BEACH	--	
LIVE OAK	\$ 6,400	\$ 6,400
SCOTTS VALLEY	\$ 3,250	\$ 2,000
TOTAL	\$ 20,450	\$ 19,200

SEWER		
APTOS	\$ 300	\$ 1,500
BOULDER CREEK	\$ 3,000	\$ 3,000
BRANCIFORTE	\$ 400	\$ 400
CAPITOLA	\$ 1,420	\$ 1,420
CENTRAL	\$ 1,400	\$ 1,400
FELTON	\$ -	
GARFIELD PARK	\$ 700	\$ 700
HEADQUARTERS	\$ 450	\$ 450
LA SELVA BEACH	--	
LIVE OAK	\$ 1,050	\$ 1,050
SCOTTS VALLEY	\$ 675	\$ 1,200
TOTAL	\$ 9,395	\$ 11,120

GARBAGE FEE SCHEDULE		
APTOS	\$ 2,700	\$ 2,700
BOULDER CREEK	\$ 850	\$ 850
BRANCIFORTE	\$ 1,930	\$ 1,930
CAPITOLA	\$ 1,700	\$ 1,700
CENTRAL	\$ 14,300	\$ 14,300
FELTON	\$ 215	\$ 215
GARFIELD PARK	\$ 650	\$ 650
HEADQUARTERS	\$ 5,100	\$ 5,100
LA SELVA BEACH	--	
LIVE OAK	\$ 1,700	\$ 1,700
SCOTTS VALLEY	\$ 7,650	\$ -
TOTAL	\$ 36,795	\$ 29,145

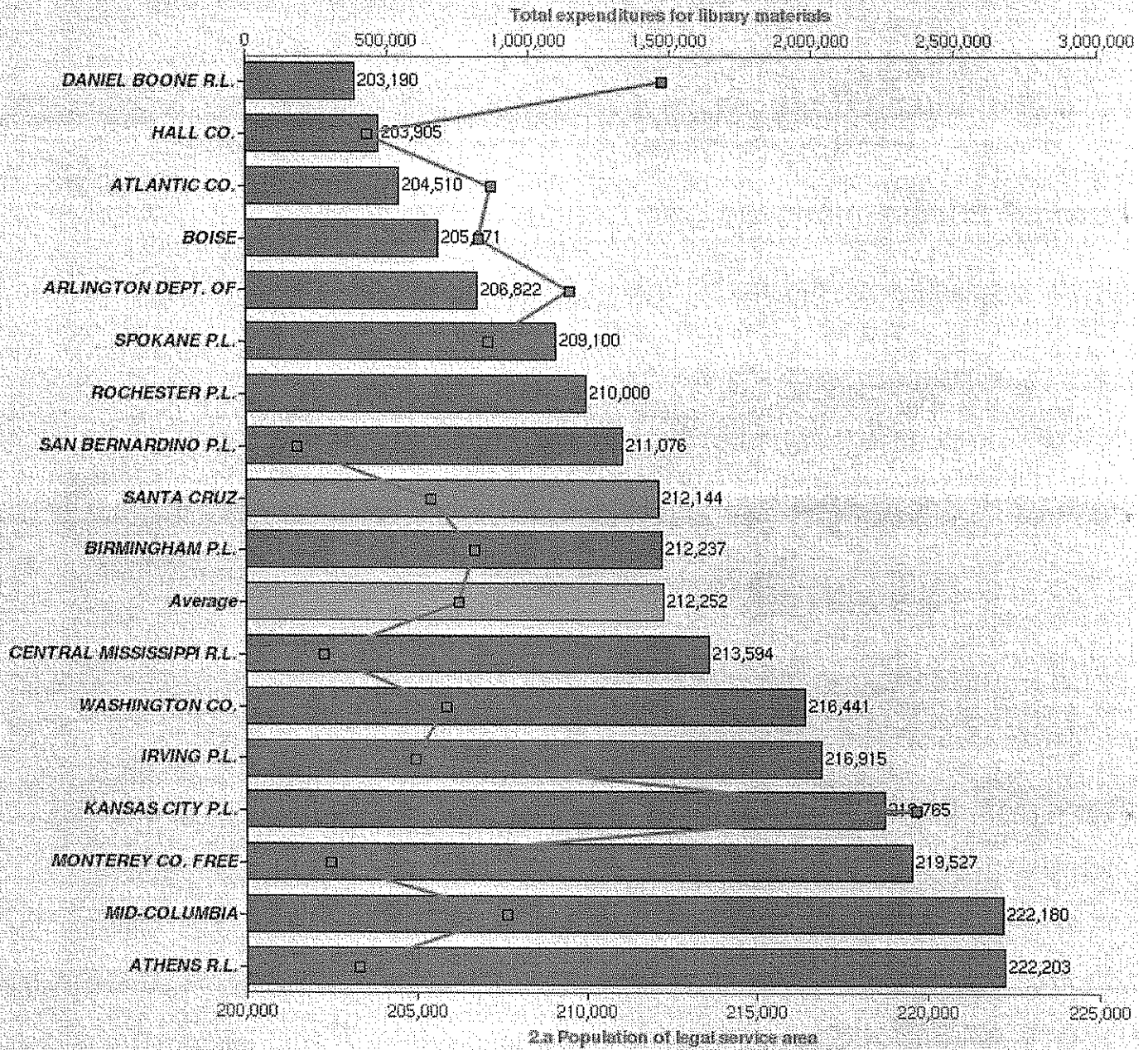
UTILITIES COST COMPARISON

Electricity		
Aptos	\$10,430	\$ 10,500
Boulder Creek	\$7,380	\$ 7,500
Branciforte	\$9,540	\$ 9,500
Capitola	\$6,493	\$ 6,500
Central	\$74,681	\$ 75,000
Felton	\$1,539	\$ 1,500
Garfield Park	\$3,221	\$ 3,500
Headquarters	\$5,600	\$ 5,600
La Selva Beach	\$1,750	\$ 1,800
Live Oak	\$26,254	\$ 27,000
Scotts Valley	\$20,860	\$ 25,000
Total	\$167,748	\$173,400

Natural Gas		
Aptos	\$2,200	\$ 2,200
Boulder Creek	\$1,373	\$ 1,300
Branciforte	\$760	\$ 800
Capitola	0	\$ -
Central	\$7,500	\$ 7,500
Felton	\$550	\$ 550
Garfield Park	\$1,000	\$ 1,000
Headquarters	\$550	\$ 550
La Selva	\$300	\$ 300
Live Oak	\$7,500	\$ 7,500
Scotts Valley	\$4,400	\$ 7,500
Total	\$26,133	\$29,200

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2.a Population of legal service area - Total expenditures for library materials



Materials Expenditure Comparison Based on Population
Sorted by Expenditures

Libraries within 5% of SCPL Population	Total expenditures for library materials	Population of legal service area
KANSAS CITY PUBLIC LIBRARY	\$2,361,543	218,765
DANIEL BOONE REGIONAL LIBRARY	\$1,470,758	203,190
ARLINGTON DEPT. OF LIBRARIES	\$1,145,617	206,822
MID-COLUMBIA LIBRARY SYSTEM	\$918,436	222,180
ATLANTIC COUNTY LIBRARY	\$867,396	204,510
SPOKANE PUBLIC LIBRARY	\$856,748	209,100
BOISE PUBLIC	\$824,849	205,671
BIRMINGHAM PUBLIC LIBRARY	\$807,128	212,237
WASHINGTON COUNTY LIBRARY	\$702,982	216,441
SANTA CRUZ LIBRARIES	\$652,600	212,144
IRVING PUBLIC LIBRARY	\$596,327	216,915
HALL COUNTY LIBRARY SYSTEM	\$425,547	203,905
ATHENS REGIONAL LIBRARY SYSTEM	\$395,774	222,203
MONTEREY COUNTY FREE LIBRARIES	\$294,833	219,527
CENTRAL MISSISSIPPI REGIONAL LIBRARY	\$274,776	213,594
SAN BERNARDINO PUBLIC LIBRARY	\$175,994	211,076



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Materials Expenditure Comparison Based on Population
Sorted by Population

Libraries within 5% of SCPL Population	Total expenditures for library materials	Population of legal service area
DANIEL BOONE REGIONAL LIBRARY	\$1,470,758	203,190
HALL COUNTY LIBRARY SYSTEM	\$425,547	203,905
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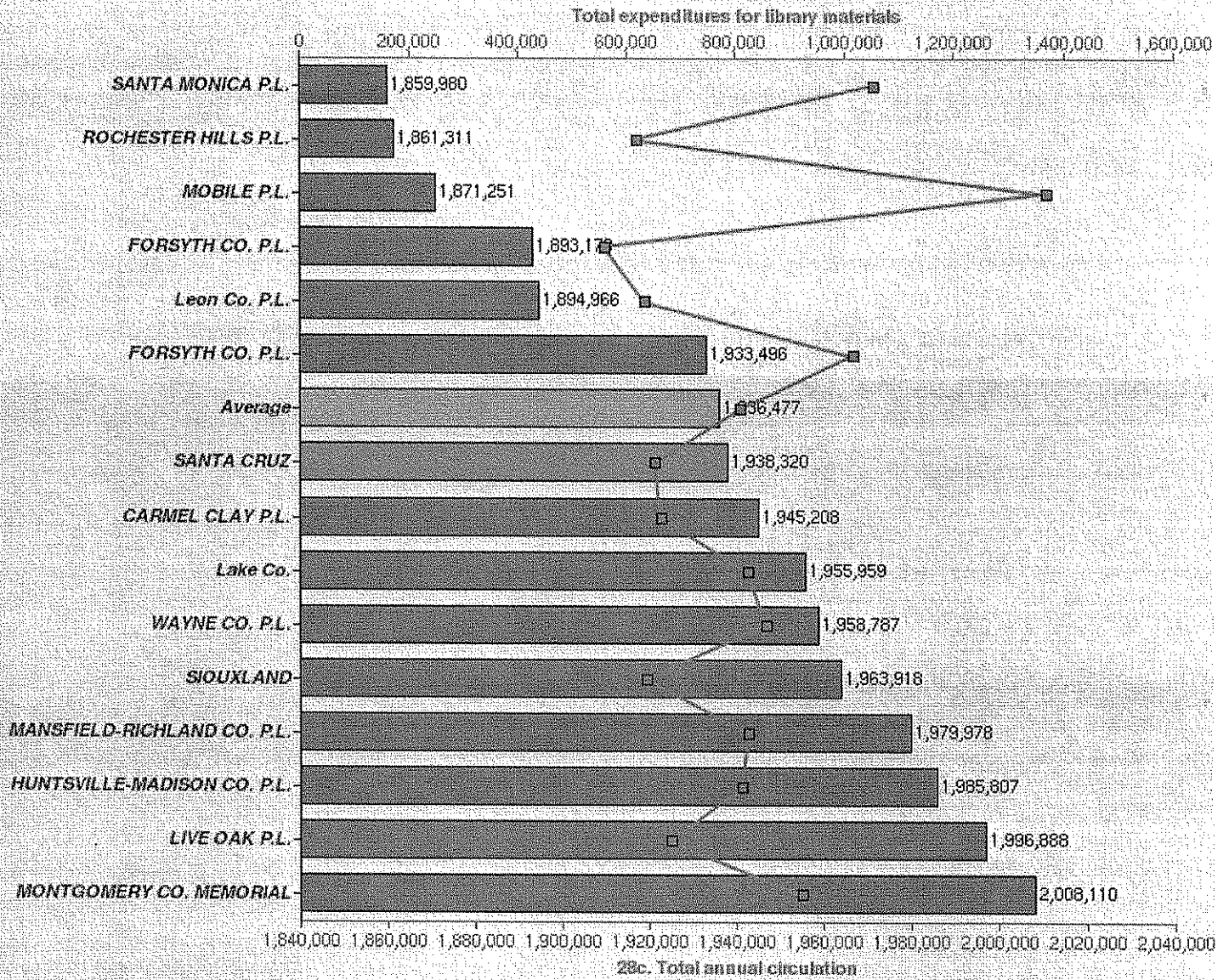


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Materials Expenditure Comparison Based on Circulation (5%)

Collection: **PLDS** Period **2011**

28c. Total annual circulation - Total expenditures for library materials



MATERIALS EXPENDITURE COMPARISON BASED ON CIRCULATION (5%)
 SORTED BY EXPENDITURES

LOCATION	TOTAL ANNUAL CIRCULATION	TOTAL EXPENDITURES FOR LIBRARY MATERIALS	POPULATION OF LEGAL SERVICE AREA
FORSYTH COUNTY PUBLIC LIBRARY SYSTEM	1,893,178	\$560,036	175,511
ROCHESTER HILLS PUBLIC LIBRARY	1,861,311	\$617,900	100,485
LEON COUNTY PUBLIC LIBRARY SYSTEM	1,894,966	\$633,199	275,487
SIouxLAND LIBRARIES	1,963,918	\$638,435	189,372
SANTA CRUZ LIBRARIES	1,938,320	\$652,600	212,144
CARMEL CLAY PUBLIC LIBRARY	1,945,208	\$663,017	83,293
LIVE OAK PUBLIC LIBRARY SYSTEM	1,996,888	\$681,868	380,831
HUNTSVILLE-MADISON COUNTY PUBLIC LIBRARY	1,985,807	\$812,194	327,744
LAKE COUNTY LIBRARY SYSTEM	1,955,959	\$822,358	312,119
MANSFIELD-RICHLAND COUNTY PUBLIC LIBRARY	1,979,978	\$824,516	115,158
WAYNE COUNTY PUBLIC LIBRARY	1,958,787	\$855,866	106,140
MONTGOMERY COUNTY MEMORIAL LIBRARY SYSTEM	2,008,110	\$921,978	451,690
FORSYTH COUNTY PUBLIC LIBRARY	1,933,496	\$1,015,423	354,952
SANTA MONICA PUBLIC LIBRARY	1,859,980	\$1,055,100	90,174
MOBILE PUBLIC LIBRARY	1,871,251	\$1,369,541	370,022

MATERIALS EXPENDITURE COMPARISON BASED ON CIRCULATION (5%)
 SORTED BY CIRCULATION

LOCATION	TOTAL ANNUAL CIRCULATION	TOTAL EXPENDITURES FOR LIBRARY MATERIALS	POPULATION OF LEGAL SERVICE AREA
SANTA MONICA PUBLIC LIBRARY	1,859,980	\$1,055,100	90,174
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MONTGOMERY COUNTY MEMORIAL LIBRARY SYSTE	2,008,110	\$921,978	451,690

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MATERIALS EXPENDITURE COMPARISON BASED ON CIRCULATION (5%)
SORTED BY POPULATION

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MONTGOMERY COUNTY MEMORIAL LIBRARY SYSTE	2,008,110	\$921,978	451,690

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THE TOP 15 WEBSITES DECEMBER 1, 2011-MAY 31, 2012
(after the Homepage (416,310) and the Online Catalog (2,080,689))

WEBSITE	NUMBER OF VISITS
Branch pages	109,726
Local history articles	85,940
Internet resources (subscription databases, recommended websites)	60,492
Community Information Database	49,576
Local history photo gallery	49,148
Kids' page	44,732
Teen page	20,610
Library services	15,211
Evergreen FAQ/Road map	15,201
Ematerials (links to audio and ebook vendors)	14,283
Calendar of events	10,544
Readers' Link	10,020
What's New	10,015
Contact Us	7,127
About the Library (LJPB agendas, etc.)	6,785