



LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, September 10, 2012
Aptos Branch Library Main Meeting Room
7695 Soquel Drive, Aptos, CA

6:30 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA OF SEPTEMBER 10, 2012
3. ORAL COMMUNICATIONS
4. PRESENTATION: Janis O'Driscoll- The Big Read
5. MEMBER REPORTS
6. CONSENT AGENDA
 - A. Approve minutes of JULY 9, 2012 (PG.4-7)
 - B. Reconfirm Volunteer Policy (PG.8)
 - C. Resolution to appropriate Richardson Trust Funds (PG. 9)
 - D. Resolution to appropriate Finkelday Trust Funds (PG.10)
 - E. Resolution to appropriate McCaskill Trust Funds for the Visually Impaired (PG.11)
 - F. Resolution to appropriate McCaskill Trust Funds for Local History (PG.12)
 - G. Resolution to appropriate Whalen Trust Funds (PG.13-20)
 - H. Resolution to appropriate Dorothy Hale Trust funds (PG.21)
 - I. Resolution to appropriate Jim Morley Trust funds (PG.22)
 - J. Resolution to accept Dorothy Hale funds (PG.23)
 - K. 2012 Holiday Closure Schedule (PG.24)
7. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

8. STAFF REPORTS

- A. LIT (Library Information Technology) update
 - i. Strategic Plan Status (Lisa Sullivan & Chris Stathis)
 - ii. Review of current and planned IT projects (Emily Galli)
- B. Downtown Security (PG.25-26)
- C. Monthly Narrative Report: July 2012 (PG.27-32)
- D. Statistical Reports and Performance Indicators(PG.33-38)
- E. July Financial Report (PG.39-50)
- F. Annual Training Report and Plan (Heather Pereira) (PG.51-54)
- G. Status Update: Facilities Master Plan (PG.55)

9. OTHER BUSINESS

- A. Donation of work of art (PG.56-60)

10. WRITTEN COMMUNICATIONS

- A. Articles about Santa Cruz and California Libraries (PG.61-73)
- B. Patron Written Comments (PG.74-78)
- C. Articles on Libraries Nation Wide (PG.79-101)
- D. Fourth Quarter Sales Tax Revenue Update (PG.102)
- E. Friends Support FY11/12 (PG.103)
- F. Security Incidents Log (PG.104-105)
- G. Felton Library Land Subdivision Status Report (PG.106-107)

11. BOARD MEETING CALENDAR

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

12. NEXT MEETING

A Board workshop on the Facilities Master Plan is scheduled for 6:00-7:00 pm on Monday, October 1, 2012. The next regularly scheduled meeting is Monday, October 1, 2012 at 7:00 p.m. at the Downtown Branch Library.

13. ADJOURN

The Library Joint Powers Authority Board will adjourn from the regularly scheduled meeting of Monday, September 10 to the next regularly scheduled public meeting on Monday, October 1 at 7:00 pm in the Meeting Room of the Downtown Branch Library with a Board workshop on the Facilities Master Plan preceding at 6:00 p.m.

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

Downtown Branch Library Main Meeting Room
224 Church Street, Santa Cruz CA

July 9, 2012

6:30 PM PUBLIC MEETING

I. ROLL CALL

Present: Citizen Nancy Gerdt, Councilmember Katherine Beiers, Councilmember David Terrazas, Councilmember Sam Storey, Councilmember Jim Reed, Citizen Dick English, Citizen Leigh Poitinger

Absent: Supervisor Ellen Pirie, Supervisor Mark Stone

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

II. APPROVAL OF MEETING AGENDA OF JULY 9, 2012

Councilmember Terrazas moved, seconded by Councilmember Reed

That the Board approve the Agenda of July 9, 2012

UNAN

Absent: Pirie, Stone

III. ORAL COMMUNICATIONS

None

IV. MEMBER REPORTS

None

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V. CONSENT AGENDA

Councilmember Beiers moved, seconded by Councilmember Terrazas

That the Board approve the Consent Agenda of July 9, 2012.

**UNAN
Absent: Pirie, Stone**

A. APPROVE MINUTES OF JUNE 11, 2012

That the Board approve the Minutes of June 11, 2012.

**UNAN
Absent: Pirie, Stone
Abstain: Poitinger, English**

VI. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

The Friends annual Retreat is scheduled for July 14th.

VII. STAFF REPORTS

- A. Monthly Narrative Report: June.
Director Landers gave detailed information on the most recent program to improve the public safety of the library. The City of Santa Cruz has hired a First Alarm security guard to patrol the campus inclusive of the Downtown Library Branch. Library staff feels very positive about this decision. The Library is sharing the cost for this one month trial program with the City. The Board discussed the advantages of this program and expects to revisit this topic with regards to cost and effectiveness at the end of the trial period.
- B. May Statistical Report.
The Board reviewed and discussed the Statistical Report.
- C. Financial Report: May Financials
The Finance Director reported that finances are on track. Expenses are under budget. It is expected to close the year with a surplus of 1 million dollars. Director Landers reported that she is continuing to pursue AT&T for the still outstanding E-rate. The Board reviewed the May Financial Report.

- D. Report on Educators' Focus Group on Web Resources
Director Landers reported on the Educators' Focus Group meeting which occurred on June 26th. The goal of the Focus Group was to gain public insight into the Library's web site and resources that are provided electronically. The Board discussed Director Landers' report and the Director responded to a number of questions from the Board.
- E. Award of contract for Facilities Master Plan
Director Landers reported that Group 4 Architecture, Research + Planning Inc. was the first choice based on cost, vendor experience, approach to the project, and ability to deliver. Two workshops for the LJPB are planned for September and November. The Board discussed the proposed work schedule for the project.

Councilmember Terrazas moved, seconded by Councilmember Reed

That the LJPB

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

Addition: that the language in the contract shall reflect the proper name for the Santa Cruz City/County Libraries as certificate holder.

UNAN

Absent: Pirie, Stone

VIII. OTHER BUSINESS

- A. Finance Committee Report on State budget developments and potential impact on FY 12/13 budget.
Director Landers reported that the new open hours shall commence on September 10, 2012.
- B. Request for Direction on Comprehensive Report on Library IT.
A Library IT strategic planner will be analyzing the Library's current IT situation and developing a plan for the direction and the future of the Library's IT. This plan should be completed within 2 -3 months. The Board discussed the various aspects of the project and asked Director Landers to return to the Board with a progress report on the process.

IX. WRITTEN COMMUNICATIONS

- A. Articles About Santa Cruz and California Libraries
- B. Patron Written Comments
- C. Articles on Libraries Nation Wide
- D. Santa Cruz County Revises Revenue Estimates for 2011-2012 and 2012 -2013
- E. Utilities Cost Comparison
- F. Materials Budget Comparison

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G. Most Frequently Visited Websites

X. BOARD MEETING CALENDAR

The August meeting is canceled.

XI. NEXT MEETING

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

XII. ADJOURN

The regular meeting adjourned at 8:00 p.m.

Respectfully submitted,

Helga Smith, Clerk of the Board

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

Policy Title: USE OF VOLUNTEERS TO ENRICH LIBRARIES

Policy Statement:

It shall be the policy of the Library Joint Powers Authority Board that the use of volunteers to enrich library programs, or to accomplish necessary or desirable objectives in relation to the libraries, shall be encouraged. The goal of the Board in this policy is to enhance our libraries, or to allow for activities not possible under normal operating constraints.

This policy shall be reviewed every three years.

Adopted: 1980
Reviewed and re-confirmed: July 1997
September 2012



RESOLUTION # 2012-14

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

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

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

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

That \$12,000 in income from the Richardson Trust be transferred and appropriated to the FY 2012-2013 Budget for the purchase of library materials that meet the criteria established for the Trust.

PASSED AND ADOPTED this 10th day of September 2012 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk



RESOLUTION # 2012-15

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

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

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

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

That \$190 in anticipated interest income from the Finkeldey Trust be transferred and appropriated to the FY 2012-2013 Budget for the purchase of library music materials.

PASSED AND ADOPTED this 10th day of September 2012 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk



RESOLUTION # 2012-16

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

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

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

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

That \$10,000 in accrued McCaskill Trust for the Visually Impaired income be transferred and appropriated to the FY 2012-2013 Budget for the purchase of library materials for this purpose.

PASSED AND ADOPTED this 10th day of September 2012 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk



RESOLUTION # 2012-17

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

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

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

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

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

That \$5,000 in accrued McCaskill Trust for Local History income be transferred and appropriated to the FY 2012-2013 Budget for the purchase of library materials for this purpose.

PASSED AND ADOPTED this 10th day of September 2012 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk

STAFF REPORT

DATE: September 4, 2012
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries ^{RL}
RE: Felton Library Traffic Impact Study

RECOMMENDATION: Approve resolution appropriating up to \$10,000 from the Whalen Trust for additional funding for the Felton Library Traffic Impact Study and approve amendment to contract with Teall Messer for same.

SUMMARY

The traffic impact study is expected to exceed original cost estimates by \$4,590 with possible additional costs of \$1,500 per intersection for up to two streets. The \$10,000 is a "not to exceed" appropriation. By so doing, if costs are slightly higher, the process can move forward without interruption while waiting for a regular LJPB meeting. Unused funds will be returned to the Whalen Trust.

BACKGROUND

Original estimates for a traffic engineering study for Felton for the proposed site for a new library were about \$5,000. This is the amount included in the original contract with Teall Messer, Architect, who is managing the various studies and working with the County on the subdivision of the land and related issues.

The current estimate, for which a proposal is attached, is for \$9,590 with the possibility that additional street intersections will need to be included, on the request of the county traffic engineer, at a cost of \$1,500 per street intersection.

DISCUSSION

Most of the required studies have been completed; or soon will be. The traffic engineering study has been difficult to identify specifically what is required. Mr. Messer received one other proposal which was almost twice as much at \$18,000.

He has worked with the predecessor to this firm in the past and found their work satisfactory. He believes he can work with them to make sure their product reflects the needs of the proposed library.

If the Board approves this additional "not to exceed" appropriation, the contract with Teal Messer will be amended to allow this traffic study to proceed.

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RESOLUTION # 2012-21

**RESOLUTION OF THE
SANTA CRUZ LIBRARY JOINT POWERS AUTHORITY BOARD
TRANSFERRING FUNDS AND AMENDING THE FY 2012-2013 BUDGET**

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

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

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that it authorize the transfer of \$10,000 from the Whalen Trust, and that it amend the FY 2012-2013 Budget.

PASSED AND ADOPTED this 10th day of September 2012 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk



Hatch Mott MacDonald

1300-B First Street
Gilroy, CA 95020
T 408-848-3122 www.hatchmott.com

August 15, 2012

Teall Messer
Teall Messer Architect
3833 Glen Haven Road
Soquel, CA 95073
Santa Cruz, CA

**Subject: Felton Library Traffic Impact Study, Santa Cruz County,
California (Revised Proposal)**

Dear Teall,

Hatch Mott MacDonald is pleased to submit this revised proposal to prepare a traffic impact study for the proposed Felton Library and adjacent proposed warehouse development. The project is for a minor land division including zoning and general plan changes. The library will be about 9,000 square feet in size and the warehouse use will be about 4,000 square feet in size. The library will be accessed from Gushee Street and the warehouse will be accessed from Kirby Street.

The scope of work for this study is based on our knowledge of the area and the project information provided by you including the information provided by Jack Sohriakoff, Santa Cruz County Traffic Engineer. Thus far, Mr. Sohriakoff has identified the following issues that should be addressed in the study:

1. Traffic impacts to the Highway 9/Graham Hill-Felton Empire intersection.
2. Impact of the current Gushee Street on-street parking restrictions (No Parking, 10:00 PM to 6:00 AM) to library operations.
3. Adequacy of on-site parking for the library.
4. Adequacy of pedestrian access and the need for off-site improvements.

The scope of work for this project addresses the issues described above. However, the scope is subject to change pending the results of the trip generation and distribution analysis. Per the standard procedure of the Santa Cruz County Public Works Department, initially, a trip generation and distribution analysis is prepared for the project and submitted to Santa Cruz County for review. Based on the trip generation and trip distribution analysis, the County provides additional input with regards to the project scope of work, specifically the intersections to be studied. Upon receipt of the comments regarding project trip generation and distribution, it may be necessary to expand the scope of work to include additional intersections.

The scope of work for this study is as follows:

1. Project Trip Generation

Trip generation for the study project will be estimated using trip rates published by the Institute of Transportation Engineers. The new library will replace the existing library located at the corner of Kirby Street and Gushee Street. Crediting the proposed library project with the trips generated by the existing library will be discussed with County staff before finalizing the trip generation analysis.

2. Project Trip Distribution and Assignment

The trip distribution patterns for the project will be estimated based upon existing traffic patterns and the location of complimentary land uses. The new trips generated by the project will be assigned to the roadway network and summarized on a graphic exhibit.

3. Documentation – Trip Generation, Distribution and Assignment

The project trip generation and distribution will be summarized in a short letter report including appropriate graphics. The letter report will initially be prepared as an administrative draft report for your review. Your comments will be incorporated into a final letter report for submittal to the County of Santa Cruz Public Works Department.

The trip generation, distribution and assignment report will be submitted to County staff for review and determination if the study scope should be expanded. It may be necessary to modify the scope of study and project budget based on County staff's comments concerning the trip generation, distribution and assignment study.

4. Site Visit

The project site will be visited to observe existing traffic conditions and record existing roadway geometrics and traffic control. Information collected will include pedestrian and bicycle facilities provided on local streets, the design of the sidewalk located on the west side of Gushee Street, parking controls on Gushee Street, the number of parking spaces provided on Gushee Street along the project frontage, traffic operations at the Post Office driveway and traffic operations at the study intersection.



5. Perform Traffic Counts

New AM and PM peak period (7:00 AM to 9:00 AM and 4:00 PM to 6:00 PM) intersection counts will be performed at the study intersections. The project budget assumes counts will be conducted at one study intersection – Highway 9/Graham Hill-Felton Empire. Based on the results of Tasks 1 – 3, it may be necessary to include additional intersections in the study. The budget to perform traffic counts at additional intersections will be provided if necessary based on the results of Tasks 1-3.

6. Intersection Analysis

Level of service analysis will be performed for the AM and PM peak hours at the study intersection under the following scenarios:

1. Existing Conditions;
2. Background Conditions;
3. Background Plus Project Conditions
4. Cumulative Conditions

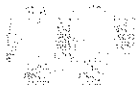
Improvements to intersection operations will be recommended as necessary.

7. Parking Analysis

The on-site parking requirements for the library and the warehouse will be determined using the Santa Cruz County parking requirements. Parking occupancy rates documented by ITE will also be used to evaluate the parking requirements for the two uses. Should site plans for one or both of the projects be available for the study, the on-site parking requirements for each project will be compared with the proposed parking provided for each project. Potential on-street parking needs will be determined and compared with the number of parking spaces provided on Gushee Street. The library hours of operation will be requested and the potential impact of the parking restrictions on Gushee Street will be confirmed.

8. Pedestrian Facilities

The adequacy of facilities for pedestrians will be evaluated and recommendations for improving pedestrian access will be developed. It is expected that the sidewalk located on the Post Office frontage will be extended to the north on the library frontage. The need to extend the sidewalk to Kirby Street will be evaluated.



9. Project Access and On-Site Circulation

Project access from Kirby Street and Gushee Street and on-site circulation will be evaluated for the project site. This evaluation will require receipt of the library project site plan.

10. Documentation – Traffic Study Report

The study procedures, results, findings and conclusions will be summarized in a report including appropriate graphics. The report will be prepared as an administrative draft report for your review. Your comments will be incorporated into a final report for submittal to the County of Santa Cruz Public Works Department.

11. Meeting

HMM staff will attend one (1) public hearing before the Santa Cruz Public Libraries Joint Powers Board. Additional meetings can be attended for an additional fee.

Not Included

Not included in the above scope of work are additional analysis beyond what are specifically outlined above, analysis of more than one site plan option for each project, evaluation of separate project phases, evaluation of project alternatives, additional analysis required by any governmental agency, attendance at more than one project-related meetings (including project meetings, public hearings, Santa Cruz Public Libraries Joint Powers Board meetings, Planning Commission meetings, or Board of Supervisor meetings), evaluation of truck turning templates, review of or providing assistance to others who may evaluate truck turning templates, design of any roadway feature or traffic control device, cost estimates for recommended mitigation measures or design alternatives, cost allocation formulas for recommended mitigation measures, calculation of project traffic impact fees, more than five copies of the administrative draft or final letter report, or any other task not specifically described in the scope of work. Any additional work required to that described under the Scope of Services above will be considered extra work. Receipt of written authorization for any additional work beyond our Scope of Services will be required prior to performing any additional work beyond what is specifically described in this proposal.

B. BUDGET

The “not-to-exceed” cost to perform the scope of work described above that includes an impact analysis of one intersection is \$9,590. Should the County require additional intersections be included in the study, each additional intersection would cost an additional \$1,500 per intersection. We are

Hatch Mott
MacDonald

prepared to start work on this project immediately upon receipt of authorization to proceed.

C. TERMS OF AGREEMENT

This proposal is valid for 60 days. The Fee Schedule and corresponding project fee may also be adjusted if extensive delays outside of the Consultant's control are incurred in the commencement or during the execution of the project. Invoices will be deemed accurate and accepted by the client unless questions are submitted in writing to Hatch Mott MacDonald within 14 days of the date of the invoice.

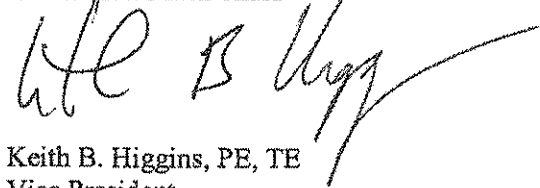
Monthly progress billings will be submitted with payment terms of net 30 days, and a 1½% monthly service charge will be assessed on past due accounts. All collection costs, including attorney's fees, will be the responsibility of the client. Work beyond the above scope will be billed on a time and expenses basis in accordance with the attached Fee Schedule. Terms of this agreement are subject to the provisions included within the attached "Consulting General Terms and Conditions" (Attachment A). Work on these tasks will begin upon receipt of the signed "Authorization-to-Proceed" form (Attachment B).

If the scope of work, fee, and terms of payment are acceptable, please sign and return a copy of the attached "Authorization-to-Proceed" form (Attachment B).

If you have any questions regarding the contents of this proposal or need additional information, please do not hesitate to contact Jeff Waller. Thank you for the opportunity to assist you with this project.

Very truly yours,

Hatch Mott MacDonald



Keith B. Higgins, PE, TE
Vice President
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keith.higgins@hatchmott.com

kbh:jmw
enclosures

**Felton Library
Santa Cruz County, California
Fee Estimate**

Submitted by
Hatch Mott MacDonald
August 15, 2012

Project Tasks	Personnel and Hourly Billing Rates						Total Hours	Total Fee
	Vice President \$273	Principal Engineer \$218	Project Engineer \$175	Admin Asst III \$83	Count Supervisor \$72			
1 Project Trip Generation Analysis			0.5				0.5	\$68
2 Project Distribution and Assignment Analysis			2				2	\$360
3 Documentation - Trip Generation, Distribution & Assignment Administrative Draft Final Letter		1	2				3	\$568
4 Site Visit			0.5				0.5	\$88
5 Traffic Counts			5				5	\$875
6 Intersection Impact Analysis			1		10		11	\$895
Existing Background Background + Project Cumulative			2				2	\$350
7 Parking Analysis			4				4	\$700
8 Pedestrian Facilities			2				2	\$350
9 Project Access and On-Site Circulation			2				2	\$350
10 Documentation Administrative Draft Final Report		2	8	2			12	\$2,002
11 Meeting (One Meeting)		1	2	1			4	\$651
			4				4	\$700
LABOR SUBTOTAL	0	4	43	3	10		60	\$9,356
Travel (including mileage)								\$172
Printing (including shipping costs)								\$52
TOTAL :								\$9,580

Notes:

1. This fee estimate is based on hourly rates effective until December 2012.
2. The fee will need to be revised if additional research, data collection or analysis is necessary.





RESOLUTION # 2012-18

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

WHEREAS, the Board approve the transfer of monies from the Dorothy Hale Trust;

WHEREAS, the monies will be appropriated from the trust to pay for costs related to the back patio;

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that it authorize the transfer of \$20,000 from the Dorothy Hale Trust, and that it amend the FY 2012-2013 Budget.

PASSED AND ADOPTED this 10th day of September 2012 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk



RESOLUTION # 2012-19

**RESOLUTION OF THE
SANTA CRUZ LIBRARY JOINT POWERS AUTHORITY BOARD
TRANSFERRING AND APPROPRIATING FUNDS FROM THE JAMES
MORLEY TRUST FOR THE LA SELVA BEACH LIBRARY BRANCH**

WHEREAS, the Board approve the transfer of monies from the James Morley Trust;

WHEREAS, the monies will be appropriated from the trust to help refurbish the La Selva Beach Library branch;

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that it authorize the transfer of \$12,322.07 from the James Morley Trust, and that it amend the FY 2012-2013 Budget.

PASSED AND ADOPTED this 10th day of September 2012 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk



RESOLUTION # 2012-20

**RESOLUTION OF THE
SANTA CRUZ LIBRARY JOINT POWERS AUTHORITY BOARD
ACCEPTING FUNDS AND AMENDING THE FY 2012-2013 BUDGET**

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

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

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that it accept the \$3,000 pecuniary gift from the Dorothy A. Hale Trust and that it amend the FY 2012-2013 Budget.

PASSED AND ADOPTED this 10th day of September 2012 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk

August 15, 2012

TO: LIBRARY JOINT POWERS BOARD
FR: TERESA LANDERS, LIBRARY DIRECTOR ^{TL}
RE: 2012 LIBRARY HOLIDAY CLOSURE SCHEDULE

RECOMMENDATION: That by motion the Board adopt the following system wide 2012 holiday closure schedule.

DISCUSSION

Please review the following proposed holiday closure schedule for all 10-library branches' and the HDQ Administration offices.

SYSTEM WIDE HOLIDAY CLOSURE

Thursday, November 22, 2012 (Thanksgiving Holiday)
Friday, November 23, 2012 (Day After Thanksgiving Holiday)

Monday, December 24, 2012 (Christmas Eve)
Tuesday, December 25, 2012 (Christmas Holiday)

Monday, December 31, 2012 (New Years Eve)
Tuesday, January 1, 2013 (New Years Day Holiday)

The City holiday schedule dictates a half day holiday for staff on Mondays December 24 and 31 so we are basically requesting an additional half day closure. Half the libraries are already closed on Monday so this only affects Aptos, Downtown, Garfield Park, Live Oak and Scotts Valley. All libraries would still be open regular hours on the Saturdays and Sundays before the holiday closures.

STAFF REPORT

DATE: August 17, 2012
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries
RE: Downtown Security

RECOMMENDATION: The LJPB approve expenditures of \$12,000 for security patrols for the Downtown Branch Library for fiscal year 2012-2013.

SUMMARY

Security patrols in and around the Downtown Library have been very effective with a noticeable positive change in atmosphere. Cost sharing with the City of Santa Cruz makes this an extremely cost effective option. The chart summarizes the costs for the various options

		Hours Per Week	Annual Cost
Option 1	Sharing First Alarm Guard with the City of Santa Cruz	70	\$ 3,500
Option 2	Sharing First Alarm Guard with the City of Santa Cruz plus additional 8 hours per week on our own	78	\$ 12,000
Option 3	Library contracts for its own First Alarm Security Guard	68	\$ 77,000
Option 4	Library hires its own Community Service Officer	68	\$ 164,000
Option 5	Discontinue Security Service	0	\$ 0

BACKGROUND

The Library has been participating in a shared security presence for the Downtown Branch Library and the City Hall campus since the end of June 2012. This was discussed at the July LJPB meeting. At that time actual costs were not yet known.

The service has been both popular and effective. Numerous comments have been made by patrons about how the atmosphere has been improved and staff is quite appreciative of the support. It has also been very effective for the City Hall campus and it appears that the security presence will continue as a regular service on the part of the City of Santa Cruz.

DISCUSSION

Five options are identified:

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1. **Continue sharing with the City at current levels:** The cost of the security guard is \$21.80 per hour. Currently the guards are on duty for ten hours per day from 7:00 am to 5:00 pm. The Library is charged 4.39% of the total. At this rate the Library's share of the annual cost of \$80,000 is **\$3,500**.
2. **Continue to share with the City of Santa Cruz and add hours for the Library only:** Patrons and staff have requested the Library have a security guard available until closing. This would mean adding two hours per day Monday through Thursday or eight hours per week. At the rate of \$21.80 per hour this is about \$174 per week or about \$8,500 per year with holidays excluded. The total cost to the Library is about **\$12,000**.
3. **Hire our own security guard from First Alarm:** This would cost \$77,000 using First Alarm Security to cover the current open hours (54) plus coverage for 2 hours before opening each day or 68 hours per week.
4. **Hire a Community Service Officer dedicated to the Library:** This costs approximately \$46.50 per hour with benefits. A minimum of 1.7 FTE would be needed to cover the same 68 hours as in option #3. The total cost is \$164,000. There would be additional costs for substitutes during vacations and other absences which are not included. The City of Santa Cruz was asked if an existing officer could be allocated to the Library and this is not possible given the reduced staffing levels the Police Department is already experiencing.
5. **Discontinue having a security guard at the Downtown Branch:** This is returning to the status quo before the pilot program.

My recommendation is to adopt Option Number 2 which continues participation in the City of Santa Cruz Downtown Security project and adds the two hours per day to cover 5-7 pm Monday through Thursday. This would provide additional security for staff leaving the building after closing; particularly during the dark winter months.

000026

MONTHLY REPORT FOR JULY 2012

1. READING, LISTENING AND VIEWING FOR PLEASURE

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

SRP @LSB (almost a lesson in the alphabet just by itself!) has been great. The weekly Family Times have been very popular and the families have enjoyed the stories and crafts. Kids have proudly shown off their beautiful creations.

On the first and third Saturday of every month, LSB hosts Tales to Tails, a literacy program for children. The program started here in June, to the delight of families and the community

Branciforte set up a kid's book display of Caldecott award/honor books. We've also set up displays of J Fiction series books that have different authors for the series. This makes it easier to browse series books, which is what most of the kids like to do.

The Tales to Tails program is now being offered to children at the Scotts Valley branch. During the month of June and July, the number of children ready to participate has grown with each session. The work of volunteers dedicated to enhancing early literacy has meant this program runs smoothly and efficiently.

Storytimes at Scotts Valley during summer reading were smaller than during the school year but still well attended and very much appreciated. The Spanish Storytime at Live Oak has built up a regular constituency and we hope to continue it in the fall.

Summer Reading Family Craft Programs included stories at branches where there was demand – most often at LSB, Live Oak, and Downtown. Storytimes are such a popular offering year round, that we will probably continue to offer them in the summer next year along with the family activity programs.

Jeanne continued program outreach at the Live Oak School summer program. Each child in the program participated in summer reading and they all read at school to earn Summer Reading \$. The Davenport Resource Summer Program also participated in Summer Reading. Both programs had a story program at the beginning of summer and one at the end when they received SR\$.

Preschool class visits for Raising a Reading continued during July, although at a much slower pace than during the school year. Jeanne did a program at the Buena Vista Child Care Center in south county. They hope to plan a visit to either La Selva Beach or Aptos libraries in the fall because they can't come to the bookmobile as a group. (Bookmobile is there after school is out for the day.)

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 Paula Contreras and Heather Norquist met with PICs Cathy Landis and Jason McCluskey to discuss ways to improve the collections at the Boulder Creek and Felton Branches.

000027

LSB has had 3 main displays in July. We created an Independence display to celebrate the 4th of July using juvenile and adult materials. To continue the historical theme, we've had a display of historical fiction spanning centuries of time. We have also had a dinosaur display for kids that has been so popular that the books fly off the shelves faster than you can say Pterodactyl!

Scotts Valley offered two E-Reader classes in July. The attendance at each class was perfect for individual learning sessions taught by the reference staff. Many patrons have expressed that they hope it will become a continuing series of instructional classes.

The Family Brown Bag Movie series continued with showings of The Brave Little Toaster at Live Oak, Cars at Scotts Valley, and Happy Feet 2 at Downtown. Families brought picnic dinners and snacks. At Live Oak, one family brought popcorn and fresh fruit to share with the audience and they checked out a sequel – the Brave Little Toaster Goes to Mars – to view at home.

The Celtic Harpist performed at Scotts Valley and Downtown to very appreciative audiences. The Downtown performance competed with a very loud festival in the parking lot next door.

The 12th Annual Festival of the Book was a great success. Families played, ate, and danced at Harvey West Park on the last Sunday in July. The Friends provided the funding for the food for lunch and the Scotts Valley Rotary supplied the food and cooked hot dogs and served almost 500 lunches. Children who read and earned at least 1 SR\$ also earned a coupon for a free lunch at the Festival. (One hundred and seventy one of them actually signed out at the Festival – receiving SR\$ and lunch and book coupons.) The dress up tent was a great success with children of all ages dreaming big and dressing the part. Bubbles filled the air much of the time with children making bubbles from plastic berry baskets and wands. A group of volunteers led by Emily Galli painted faces with all sorts of creative designs. The picnic tables under the trees were filled all afternoon with busy families creating butterflies, painting rocks, and making dream catchers and wind socks and dream journals. Salsa Rueda performed and gave a short dance clinic inviting everyone to get up and dance with them to end the day. We had a nurse on duty all afternoon at a First Aid station and thankfully she didn't have any business. However she said she had a great time watching the fun.

At the same time as the Festival of the Book, the clubhouse at Harvey West was filled with eager shoppers at the Children's Only Book Sale. Sandi Imperio and her teen volunteers almost sold out raising over \$1000. In addition, children who participated in Summer Reading, received one book free at the book sale.

Aptos's Galina Wells created a book display that included titles about the Olympics and sports.

Garfield Park continued its summer reading display with books from the Great Summer reads list and also had new books on display as well as Planes, Trains, and Automobile display in the children's area.

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

Heather Norquist and Valerie Murphy met to discuss webliographies (themed booklists available from the webpage) and how to update them. Heather added a Starting School webliography to the kids page.

The addition of Ancestry.com to the Library's internet resources has been welcomed by the community as expressed in person at the branches and via emailed comments to the web site.

2. LIFELONG LEARNING

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

We added several new reference databases to the collection. These were selected as part of the Gale, Ebsco and Proquest packages we subscribe to through CALIFA. New databases include: Ancestry Library Edition, Business Insights: Global, Chilton Library, Consumer Health Complete, Demographics Now, Education Research Complete, Global Issues in Context, Kids Search, National Geographic Archive, Oxford English Dictionary Online, Referencia Latina, Searchasaurus, and Testing and Education Reference Center. Ann Young and Jessica Teeter worked to make these accessible from within libraries and remotely, and Jessica publicized them on the What's New section of the website.

Collection Management Services has starting separating DVDs and Blu Rays that are packaged together so both formats are now individually cataloged and packaged, making these items more available to users that want those formats.

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

The Branciforte PIC, Lauren Suhd, helped Programming by doing a craft project with kids and adults. They made "books." The PIC gave out "I Love My Library" stickers that she made. There were also two programs for children: "Art of the Puppet" and "Cowgirl Rope Tricks" that were very popular.

The San Lorenzo Valley Community Band performed their annual summer concert in the Boulder Creek Amphitheater on June 24. 46 people attended this enjoyable and informative concert sponsored by The Friends of the Boulder Creek Library.

Kari Gunn and Paula Turpenen from Programming hosted the movie Shrek after hours at Boulder Creek on June 27. Many kids and families enjoyed the movie with popcorn.

Special performances by the Fratello Marionettes (Scotts Valley, Branciforte, Capitola, and Aptos), Blindini (Aptos, Downtown, La Selva Beach, Garfield Park, and Felton), and Cowgirl Rope Tricks (Boulder Creek, Downtown, and Branciforte) drew standing room only crowds.

- Cowgirl Karen Quest brought her unique fun-filled Vaudeville-style Western Comedy Act complete with Trick Roping, Whip Cracking and Music to Boulder Creek on July 18.
113 people of all ages thoroughly enjoyed her show.
- The Great Blindini performed @LSB on July 17th. We packed in over 70 children, 7 teens and 30 adults! We had to move all of the furniture out of the kids' room to accommodate everyone. A great time was had by all. It was truly a magical event!
- The Great Blindini was also at Garfield Park and packed the branch with around 50 people. It was great fun for everyone who came. We also put a sheet of butcher paper on top of our main table and left out crayons and markers for all

to draw and create. Children and adults alike contributed to the masterpiece. I plan to replace the paper each time it gets filled.

At Aptos the Santa Cruz Toymakers led a toymaking workshop for families. The participants (families with small children) and the teachers had a fantastic time.

Aptos's Galina Wells selected books to emphasize sports and the Olympics for the book display.

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

The Scotts Valley branch offered Google Chrome Books for patrons to use while in the branch. These fast mini computers were available for up to two hour sessions and have proven very popular for checking email and internet browsing. This was a trial loan from Google that has ended and will be evaluated for potential implementation system wide.

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.

The 4th Annual Teen Battle of the Bands was a great success. Four bands competed for bragging rights and studio recording time. Thanks to the judges and staff that worked so hard to make this event another success.

Addie Ricketts attended the Raising a Reader lunch to represent the library. She learn more about the program and met some of the people who run it. She stressed the need to get library applications back to us as soon as possible and to double-check that all of the necessary information on the applications is legible and filled out correctly. RAR would like preschools to have a story time halfway through the RAR program so they can become familiar with the librarians. We will try to work that into the class visit schedules next year.

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

What's better than a lazy summer day and a good book to read? Being able to share your enjoyment of that book with friends! The LSB adult book discussion groups read and shared their opinions and feelings about 2 books this month—Wolf Hall by Hilary Mantel, and The Hare with the Amber Eyes by Edmund De Waal.

Branciforte has an adult book group. There have been a couple of potential new members, however, it's been problematic. The women organizing the group haven't been willing to give out contact information or information about what books they are reading, so prospective members must wait until the next meeting to find that out. This is an all-volunteer group.

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

Because of staff vacations, Eric staffed the library hour at La Posada by himself. We had discussed this option before so it was a good opportunity to try it out. Turns out, that at least at

that busy site, we really do need two staff to optimize the experience. All the library hours continue to be popular and more residents are discovering this option for library use.

D. Volunteers will be used effectively.

Branciforte has a new adult volunteer, Kathy. She is a pleasure to work with and is willing to do anything that needs doing. We are very blessed with our volunteers.

Thanks to a new volunteer the periodicals in the storage area of the Scotts Valley branch are now organized by title and date. This has made it very convenient when searching for one of the older issues.

Collection Management Services volunteers contributed 23 hours in July, covering and mending books and cleaning media disks. They always do a great job.

Young volunteer, Austin, returned from vacation and was very helpful with the Family Activity Program downtown. Volunteers at Branciforte and Aptos are also very helpful although the attendance numbers at those programs this summer didn't live up to expectations. The program volunteer at Capitola was a great help as that continues to be a very busy branch.

Kudos to all the wonderful volunteers who helped at the Festival of the Book and the Kid's Only Book Sale. We couldn't have done it without them!

4. WELCOMING PLACE

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

Branciforte has a new fence in the back parking lot. That, coupled with some extensive ivy-pulling, it's starting to look very nice. Thanks to the building and grounds staff!

Aptos aide Cathy Simons added shelving to make more room for YA graphic novels books, and the new book display.

Garfield Park planted a tomato plant and a sunflower that was given to the branch by patrons. They are doing quite well and are right at the front in the planter next to the porch.

The contract got underway with Teall Messer, architect, for various studies needed in order to subdivide the Felton library property and get it donated to the County.

Planning continued on a "makeover" for La Selva Beach with a revised floor plan drawn up and preliminary design of a new service desk underway.

Library staff is cooperating with City of Capitola staff on a project to relocate the City's emergency radio antenna and generator to the Library. The Library is out of the flood plain so is ideal for this purpose. The Library will benefit from the generator which will be wired in to support a minimum level of library service during a power outage while being 100% available to the City of Capitola during an emergency.

The Facilities Master Plan got underway with the finalization of the contract with Group 4 Architects and a kickoff conference call. Much work is planned for August.

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

The Digital Sign was installed at Boulder Creek and Branciforte. Patrons can view all kinds of information: programs in the library, open hours and even surf conditions! This completes the installation at all the branches.

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

5. FINANCIAL SUSTAINABILITY

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

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

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

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

Selectors met with Howard Kimel and Elaine Andersen to devise a simplified system of order numbers that would work with the new acquisitions model. We came up with a system that will allow acquisitions to track fund number, material type, audience (youth or adult), and fiction vs. nonfiction, and eliminated the use of the 99 or so category numbers we used before. The new numbers are also able to function in Eden, the city's accounting system, without being converted.

6. ORGANIZATIONAL READINESS

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

Heather Norquist completed the InfoPeople course: Ebooks and Public Libraries, and as part of that course, developed a plan for training library staff on ebook use.

Linda Gault attended an online webinar titled "Not your Grandma's Library" which featured the Mid-Continent Library and the Anythink Libraries profiling innovative ways for displays and providing services.

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

Galina Wells participated in the One click and the Mango webinar, plus the online conference theThinking Entrepreneur, What library's can learn from start ups Lynette George participated in webinar, The State of eBook Borrowing from Libraries

Team leaders were selected by lottery for the Reference and Programming Teams. Deborah Lipoma was chosen for Reference and Sandi Imperio for Programming. These assignments will be in effect for one year and will then rotate to other interested individuals.

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

All of the PICs met with Cheryl Gould to work on being more effective PICs. Cheryl also continued her work with the LOCO group.

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

STAFF REPORT

DATE: September 6, 2012
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries ^R
RE: Performance Indicators

RECOMMENDATION: Report is for information only. No action needed.

SUMMARY

In Fall 2011 the LJPB adopted a set of performance indicators to assist in analyzing the success of the new service model. This report provides analysis of the data which is attached. This data represents fiscal year close as of June 30, 2012. There are some areas of success and others indicate there are still challenges to be faced.

BACKGROUND

In Fall 2011 the LJPB adopted a set of performance indicators to assist in analyzing the success of the new service model. At that time there were many unknown factors at play and the indicators were a best guess as to what data could be collected. We are still working on getting reports out of the new ILS. One statistic that is no longer available is active cardholders (anyone who has used their card in the past 24 months to check out materials). This performance indicator has been changed to "cardholder" which is the same statistic gathered by the State Library for state and national reporting.

In March 2012, a satisfaction survey appeared on the Library's web site. It was available until all users until June 22. After that, it was programmed to come up for every 100th user. This survey was adapted from the standard one provided by the vendor so that all the Library's qualitative performance indicators were included. From March to June 489 responses were received and from June to August 50 additional responses were received. Based on this recent low response rate we will consider reducing the randomness to every 50th user.

What is important to remember is that the response rate for this survey, upon which much of the qualitative reporting is based, is not statistically valid.

The LJPB's decision in June to discontinue the use of volunteers for operational critical shifts results in the elimination of two of the measures.

000033

DISCUSSION

Areas of Strength:

The performance indicators are quite strong in most areas:

- Users saying they found the information they wanted is 7% above the target
- Circulation has increased 9.7% rather than the 5% target
- Reference services being rated as good and excellent exceeds the target by 11%.
- The quality of the programs offered is rated good or excellent by 95% while the target was 80%. This same rate holds for volunteer satisfaction with their experience working for the Library.
- Five year financial projections are on track as are workers' compensation rates.
- The Library is also exceeding its goals for followers on Facebook and Twitter and website usage has increased 40% with a goal of only 5%.
- Since January 2012 the Library has added 32 new partnerships. This greatly exceeds the goal of 10% for the year.
- Cardholders have increased 10% instead of the goal of staying constant

This data indicates that the services and programs we provide are well received and appreciated. For the reference services question there is also data regarding importance of this indicator. 91% described services as good or excellent and 92.5% found this to be an important service. This indicates alignment with the public; i.e. we are providing the right service and are doing it well.

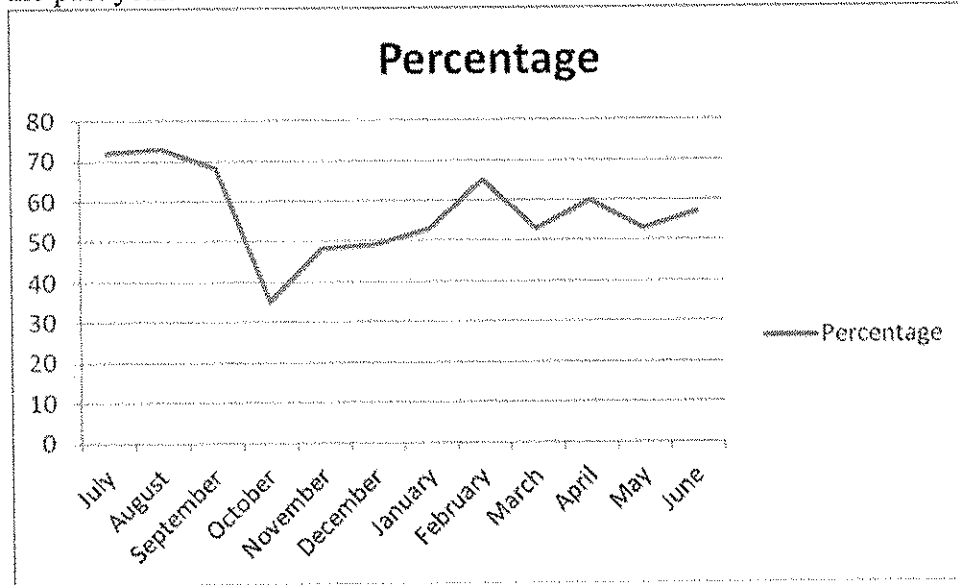
Circulation, number of new cards issued, website usage and social media data all indicate the Library is well used; particularly virtually. This emphasizes the importance of maintaining a strong virtual presence on the level of an eleventh branch.

Areas of Challenge

There are also several areas of challenge:

- System wide, returned items being reshelfed within 24 hours is 4% short of the target of 90%. On the positive side, only Downtown, Aptos and Live Oak remain under 90%.
- It was anticipated that visitors per open hour would remain constant. This is actually down 3%..
- Only 67% of users say hours are convenient. The goal was 80%.
- While the number of attendees per program has increased by 2%, the number of all types of programs has decreased. Comparisons were made for January to June 2011 and the same period in 2012. The Programming team took a couple of months to get organized under the new service model so this most likely accounts for the decreases. This staff is working at, if not over, capacity so comparisons this Fall and next Spring will paint a more accurate picture.
- The reorganization has taken a lot of staff resources to accomplish. This has resulted in not focusing on individual development plans quite yet but it is still being planned and we hope to start later this year.
- Self check averaged 60% systemwide for FY11/12. July and August 2011 the average was 73% while October (during the ILS migration) it was only 35% with a small improvement in November and December to 48% and 49% respectively. The graph below shows the trend over

the past year.



- Some of these challenges described above have been addressed with the staffing and hours changes that are occurring currently. The new hours will undoubtedly affect the indicators regarding visitors per open hour and convenience of hours. The issue of self check will require study and focus to determine what the barriers are to more widespread use and how self check usage can be increased.

The original intention was for this data to be more fully reviewed at the one year mark. We are on track to do that and the data presented here should only be considered a progress report.

**PERFORMANCE INDICATORS
PROGRESS REPORT**

MEASURE	STATUS AS OF 6/30/2012	OVER/UNDER TARGET	NOTES
			Comparison period: Jan-June; FYs 10/11 & 11/12 unless indicated otherwise
Collection			
80% of users say they found the information they wanted	87%	+6%	percent of users who expressed satisfaction with a score of 6 or higher on 10 point scale
90% of the time, returned items are shelved within 24 hours	86%	-4%	
Service			
Visits per open hour remains constant	-3%	3%	
Circulation increases 5%	+9.7%	+4.7%	
Number of active cardholders remains constant *	9,000 increase	+10%	*active- no longer available; new baseline of 90,000 established after migration
80% of users say hours are convenient	67%	-13%	percent of users who expressed satisfaction with a score of 6 or higher on 10 point scale
80% of users describe reference services as good or excellent	91%	+11%	percent of users who expressed satisfaction with a score of 6 or higher on 10 point scale
Self check reaches 85%	60%	-25%	
Programs			
School-age instruction increases 5% (# programs/#attendees)	55%/49% decrease	-60%/-54%	
Number of Adult classes increase 5% (for current comparison- based on all adult programs- not just classes)	1% increase	-4%	
80% of participants rate the program as good or excellent	95%	+15%	
Number of attendees per program increases 5%	2% increase	-3%	
Number of programs offered increases by 5%	9.8% decrease	-14.8%	
Active community partnerships increased by 10%	23%	+13%	
Volunteers			
80% of volunteers rate their experience as good or excellent	95%	+15%	

**PERFORMANCE INDICATORS
PROGRESS REPORT**

MEASURE	STATUS AS OF 6/30/2012	OVER/UNDER TARGET	NOTES
Measure number of branch-operation-critical shifts when volunteer-not available	deleted		no longer applies
Measure volunteer turnover rate-for critical shifts	deleted		no longer applies
Measure volunteer turnover rate for non-critical shifts	22%		covers all shifts
Count the number of volunteers who are accepted and assigned	89		number added Jan-June 2012 (80 carried over from before)
Financial			
Five-year financial projections of service model are met	YES		
Expended budget is within 1% of estimates	12.6% underbudget	-11.6%	
Technology			
Website usage increases 5%	40% increase	+35%	
Library's overall technology is rated good or excellent by 75% of users	66%	-9%	percent of users who expressed satisfaction with a score of 6 or higher on 10 point scale
Library has 800 followers on Facebook	808	+8	
Library has 300 followers on Twitter	376	+76	
Staff Development			
Workers' compensation claim rate remain constant	no change		
30% of staff create an Independent Learning Plan	0%	-30%	
90% of staff each receive 8 hours of non-mandatory training	data available October 2012		

MONTHLY STATISTICAL REPORT
FY12/13

July	Circulation			Visitors			Circ/Open Hr			Visitors/Open Hr		
	FY 11/12	FY 12/13	%change	FY 11/12	FY 12/13	%change	FY 11/12	FY 12/13	%change	FY 11/12	FY 12/13	%change
Aptos	17,814	24,930	40%	10,307	11,500	12%	108	135	25%	63	63	0%
Boulder Creek	2,920	4,017	38%	2,006	2,601	30%	32	36	12%	22	23	5%
Branciforte	5,148	8,013	56%	5,452	6,666	22%	66	70	6%	70	58	-16%
Capitola	8,207	10,919	33%	4,606	5,023	9%	86	85	-2%	48	39	-19%
Downtown	39,290	50,400	28%	30,825	36,090	17%	193	220	14%	151	158	4%
Felton	1,843	2,224	21%	1,258	1,445	15%	28	28	-2%	19	18	-7%
Garfield Park	2,267	3,531	56%	2,208	3,143	42%	29	42	45%	28	37	32%
La Selva Beach	812	1,692	108%	1,391	1,760	27%	13	21	58%	23	22	-4%
Live Oak	12,695	16,594	31%	8,364	9,374	12%	98	129	32%	64	73	13%
Scotts Valley	19,514	27,040	39%	n/a	13,794	-100%	132	147	11%		75	
Outreach	2,096	3,018	44%	1,436								
Subtotal	112,606	152,378	35%	67,853	91,396	35%	786	913	16%	489	566	16%
ebooks	5,990	4,533	-24%									
e-audio	1,103	1,204	9%									
TOTAL	119,699	158,115	32%	67,853	91,396	35%	786	913	16%	489	566	16%
website hits	367,712	518,988	41%	107,311	128,789	20%						

000039

JULY 2012

LIBRARY JOINT POWERS AUTHORITY		
COMBINED BALANCE SHEET		
JPA FUND AND ACCOUNT GROUPS		UNAUDITED
JULY 2012		
		JPA
		Total
Assets		
Pooled cash		1,682,239.52
Pooled cash interest receivable		-
Other interest receivable		-
Taxes receivable - current		444,000.72
Accounts receivable		425,075.69
Grants receivable		-
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		4,009,171.35
Liabilities		
Accounts payable		13,132.86
Sales tax payable		1.77
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		404,584.44
Equities		
Unreserved, undesignated fund balance		2,047,315.79
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		3,604,586.91
Total Liabilities and Equities		4,009,171.35

LIBRARY JOINT POWERS AUTHORITY						
COMBINED BALANCE SHEET						
SPECIAL FUNDS						
JULY 2012						
						UNAUDITED
	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		-	-	-		-
Internal investment and loan receivable		41.24	9.80	-		51.04
Total Assets		4,828.10	1,148.03	73,823.43		79,799.56
Equities						
Unreserved, undesignated fund balance		4,828.10	1,148.03	73,823.43		79,799.56
Total Equities		4,828.10	1,148.03	73,823.43		79,799.56

000041

LIBRARY JOINT POWERS AUTHORITY										
COMBINED BALANCE SHEET										
TRUST FUNDS										
JULY 2012										
Fund #	931	932	933	934	935	936	937	Trust Funds Total		
Fund Description	McCaskill Loc His	McCaskill Vis Imp	Finkeldey	Whalen	Leet-Corday	Morley	Hale			
Assets										
Pooled cash	257,803.59	238,424.70	9,431.63	128,566.08	90,125.04	12,322.07	60,475.99			797,149.10
Pooled cash interest receivable	-	-	-	-	-	-	-			-
Internal investment and loan receivable	-	-	-	-	-	-	-			-
Total Assets	257,803.59	238,424.70	9,431.63	128,566.08	90,125.04	12,322.07	60,475.99			797,149.10
Equities										
Net assets held in trust-library prog	257,803.59	238,424.70	9,431.63	128,566.08	90,125.04	12,322.07	60,475.99			797,149.10
Total Equities	257,803.59	238,424.70	9,431.63	128,566.08	90,125.04	12,322.07	60,475.99			797,149.10

UNAUDITED

000042

July 2012

Revenue Status Report

Library Revenue Report
CITY OF SANTA CRUZ

7/1/2012 through 7/31/2012

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Periods: 1 through 1

8.3%

951 Library Joint Powers Authority

Account Number	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prcnt Rcvd
951-41000 TAXES					
951-00-00-0000-41211 Sales and use tax	0.00	444,000.72	444,000.72	-444,000.72	0.00
Total TAXES	0.00	444,000.72	444,000.72	-444,000.72	0.00
951-43000 INTERGOVERNMENTAL					
951-36-00-0000-43311 Maintenance of effort contributions	5,152,416.00	425,075.69	425,075.69	4,727,340.31	8.25
951-36-55-3560-43190 Federal grants - other	3,000.00	0.00	0.00	3,000.00	0.00
Total INTERGOVERNMENTAL	5,152,416.00	425,075.69	425,075.69	4,727,340.31	8.25
951-44000 CHARGES FOR SERVICES					
951-36-00-0000-44613 Internet use fee	4,100.00	190.65	190.65	3,909.35	4.65
951-36-00-0000-44630 Room rentals-library JPA	2,500.00	25.00	25.00	2,475.00	1.00
951-36-00-0000-44901 Photocopy fee	7,000.00	631.70	631.70	6,368.30	9.02
Total CHARGES FOR SERVICES	13,600.00	847.35	847.35	12,752.65	6.23
951-45000 FINES AND FORFEITS					
951-36-00-0000-45131 Library fines	200,000.00	11,128.28	11,128.28	188,871.72	5.56
951-36-00-0000-45132 Lost library items	25,000.00	945.65	945.65	24,054.35	3.78
Total FINES AND FORFEITS	225,000.00	12,073.93	12,073.93	212,926.07	5.37
951-46000 MISCELLANEOUS REVENUES					
951-00-00-0000-46110 Pooled cash and investment interest	9,267.00	0.00	0.00	9,267.00	0.00
951-00-00-0000-46190 Interest earnings - other	3,360.00	0.00	0.00	3,360.00	0.00

Preliminary, Unaudited

Revenue Status Report
 Library Revenue Report
 CITY OF SANTA CRUZ
 7/1/2012 through 7/31/2012

revstat.rpt
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 Periods: 1 through 1

Account Number	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prct Rcvd
951-00-00-0000-46620 Internal investment & loan int receipts	253.00	0.00	0.00	253.00	0.00
951-36-00-0000-46303 Donations - library	12,000.00	0.00	0.00	12,000.00	0.00
951-36-00-0000-46309 Donations - library - Friends of the Lib	70,000.00	232.00	232.00	69,768.00	0.33
951-36-00-0000-46916 Cash over/short	0.00	794.73	794.73	-794.73	0.00
Total MISCELLANEOUS REVENUES	94,880.00	1,026.73	1,026.73	93,853.27	1.08
951-49000 OTHER FINANCING SOURCES					
Total OTHER FINANCING SOURCES	0.00	0.00	0.00	0.00	0.00
Total Library Joint Powers Authority	5,485,896.00	883,024.42	883,024.42	4,602,871.58	16.10
Grand Total	5,485,896.00	883,024.42	883,024.42	4,602,871.58	16.10

Preliminary, Unaudited

Expenditure Status Report
 Library Expenditure Report
 CITY OF SANTA CRUZ
 7/1/2012 through 7/31/2012

expstat.rpt
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 Periods: 1 through 1

951 Library Joint Powers Authority

9.3%

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-52000 SERVICES						
951-36-50-3510-52135 Financial services - outside	7,800.00	0.00	0.00	0.00	7,800.00	0.00
951-36-50-3510-52199 Other professional & technical services	21,000.00	0.00	0.00	0.00	21,000.00	0.00
951-36-50-3510-52240 Office equipment operation/maint	4,020.00	0.00	0.00	0.00	4,020.00	0.00
951-36-50-3510-52302 Travel and meetings	4,000.00	0.00	0.00	0.00	4,000.00	0.00
951-36-50-3510-52304 Training	26,975.00	0.00	0.00	10,000.00	18,975.00	34.51
951-36-50-3510-52933 Liability insurance/surety bonds-outside	14,800.00	10,565.00	10,565.00	0.00	4,235.00	71.39
951-36-50-3510-52961 Dues and memberships	26,841.00	300.00	300.00	18,021.00	8,520.00	68.26
951-36-50-3510-52971 Printing and binding-internal	100.00	0.00	0.00	0.00	100.00	0.00
951-36-50-3510-52972 Printing and binding-outside	4,150.00	0.00	0.00	0.00	4,150.00	0.00
951-36-50-3540-52135 Financial services - outside	570,000.00	27,544.25	27,544.25	0.00	542,455.75	4.83
951-36-51-3520-52131 Claims management services - outside	17,000.00	0.00	0.00	10,000.00	7,000.00	58.82
951-36-51-3520-52244 Other equipment operation/maintenance	2,500.00	0.00	0.00	0.00	2,500.00	0.00
951-36-51-3520-52248 Software maintenance services	37,535.00	0.00	0.00	0.00	37,535.00	0.00
951-36-51-3520-52302 Travel and meetings	250.00	0.00	0.00	0.00	250.00	0.00
951-36-51-3520-52972 Printing and binding-outside	2,000.00	0.00	0.00	0.00	2,000.00	0.00
951-36-52-3530-52240 Office equipment operation/maint	800.00	0.00	0.00	0.00	800.00	0.00
951-36-52-3530-52244 Other equipment operation/maintenance	1,000.00	0.00	0.00	0.00	1,000.00	0.00
951-36-52-3530-52302 Travel and meetings	980.00	0.00	0.00	0.00	980.00	0.00
951-36-53-3515-52201 Water, sewer and refuse	59,465.00	167.13	167.13	0.00	59,297.87	0.28
951-36-53-3515-52211 Janitorial services	117,097.00	0.00	0.00	0.00	117,097.00	0.00
951-36-53-3515-52223 Vehicle operation charges - internal	114,613.00	0.00	0.00	0.00	114,613.00	0.00
951-36-53-3515-52246 Building and facility o & m - outside	154,752.00	3,134.15	3,134.15	23,647.32	127,970.53	17.31
951-36-53-3515-52247 Landscaping maintenance services	16,645.00	327.43	327.43	0.00	16,317.57	1.97
951-36-53-3515-52261 Equipment, building and land rentals	312,409.00	27,465.77	27,465.77	36,590.00	251,443.23	19.51
951-36-53-3515-52302 Travel and meetings	150.00	0.00	0.00	0.00	150.00	0.00
951-36-53-3515-52932 Liability insurance/surety bonds-interna	17,050.00	1,420.83	1,420.83	0.00	15,629.17	8.33
951-36-53-3515-52933 Liability insurance/surety bonds-outside	36,506.00	26,839.00	26,839.00	0.00	9,667.00	73.52
951-36-54-3550-52199 Other professional & technical services	98,000.00	1,998.00	1,998.00	6,996.00	89,006.00	9.18
951-36-54-3550-52248 Software maintenance services	75,678.00	0.00	0.00	0.00	75,678.00	0.00
951-36-54-3550-52249 Hardware maintenance services	130,200.00	419.02	419.02	2,087.48	127,693.50	1.93
951-36-54-3550-52302 Travel and meetings	1,400.00	0.00	0.00	0.00	1,400.00	0.00

Preliminary Unaudited

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Expenditure Status Report
 Library Expenditure Report
 CITY OF SANTA CRUZ
 7/1/2012 through 7/31/2012

expstat.rpt
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 Periods: 1 through 1

951 Library Joint Powers Authority

Preliminary

Unaudited

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-36-54-3550-52403	69,574.00	9,678.53	9,678.53	54,883.47	5,212.00	92.51
951-36-55-3560-52199	4,000.00	0.00	0.00	0.00	4,000.00	0.00
951-36-55-3560-52248	704.00	0.00	0.00	0.00	704.00	0.00
951-36-55-3560-52302	6,450.00	0.00	0.00	0.00	6,450.00	0.00
951-36-55-3560-52304	0.00	75.00	75.00	0.00	-75.00	0.00
951-36-55-3560-52306	3,000.00	0.00	0.00	0.00	3,000.00	0.00
951-36-55-3560-52960	5,000.00	0.00	0.00	0.00	5,000.00	0.00
951-36-55-3560-52972	10,500.00	0.00	0.00	0.00	10,500.00	0.00
Total SERVICES	1,976,944.00	109,934.11	109,934.11	158,935.27	1,708,074.62	13.80
951-53000	SUPPLIES					
951-36-50-3510-53101	4,500.00	0.00	0.00	0.00	4,500.00	0.00
951-36-50-3510-53102	2,800.00	47.42	47.42	0.00	2,752.58	1.69
951-36-51-3520-53106	839,826.00	0.00	0.00	0.00	839,826.00	0.00
951-36-51-3520-53107	70,000.00	0.00	0.00	0.00	70,000.00	0.00
951-36-51-3520-53112	188,500.00	0.00	0.00	0.00	188,500.00	0.00
951-36-52-3530-53102	12,700.00	379.35	379.35	0.00	12,320.65	2.99
951-36-52-3530-53109	7,150.00	0.00	0.00	0.00	7,150.00	0.00
951-36-53-3515-53108	4,710.00	20.50	20.50	0.00	4,689.50	0.44
951-36-53-3515-53113	18,500.00	897.60	897.60	0.00	17,602.40	4.85
951-36-53-3515-53311	173,400.00	21,357.28	21,357.28	0.00	152,042.72	12.32
951-36-53-3515-53312	29,200.00	506.16	506.16	0.00	28,693.84	1.73
951-36-54-3550-53110	24,000.00	0.00	0.00	0.00	24,000.00	0.00
951-36-55-3560-53102	3,000.00	0.00	0.00	0.00	3,000.00	0.00
Total SUPPLIES	1,378,286.00	23,208.31	23,208.31	0.00	1,355,077.69	1.68
951-54000	OTHER MATERIALS AND SERVICES					
951-36-50-3510-54990	Miscellaneous supplies and services	0.00	0.00	0.00	5,545.00	0.00
951-36-53-3515-54108	Bldg repairs-Library	0.00	0.00	0.00	35,000.00	0.00
951-36-55-3560-54990	Miscellaneous supplies and services	0.00	0.00	0.00	15,000.00	0.00
Total OTHER MATERIALS AND SERVICES	55,545.00	0.00	0.00	0.00	55,545.00	0.00
951-56000	OTHER CHARGES					

Expenditure Status Report
 Library Expenditure Report
 CITY OF SANTA CRUZ
 7/1/2012 through 7/31/2012

expstat.rpt
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 Periods: 1 through 1

951 Library Joint Powers Authority

Preliminary, Unaudited

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Pct Used
951-36-52-3530-56995	2,000.00	0.00	0.00	0.00	2,000.00	0.00
Total OTHER CHARGES	2,000.00	0.00	0.00	0.00	2,000.00	0.00
951-57000 CAPITAL OUTLAY						
951-36-50-3510-57401 Office furniture/equipment	18,000.00	0.00	0.00	0.00	18,000.00	0.00
951-36-52-3530-57401 Office furniture/equipment	35,000.00	0.00	0.00	0.00	35,000.00	0.00
Total CAPITAL OUTLAY	53,000.00	0.00	0.00	0.00	53,000.00	0.00
951-58000 DEBT SERVICE						
951-36-50-3540-58140 Loan principal	45,160.00	0.00	0.00	0.00	45,160.00	0.00
951-36-50-3540-58190 Other debt principal	40,293.00	0.00	0.00	0.00	40,293.00	0.00
951-36-50-3540-58240 Loan interest	15,359.00	0.00	0.00	0.00	15,359.00	0.00
951-36-50-3540-58290 Other debt interest	159.00	0.00	0.00	0.00	159.00	0.00
Total DEBT SERVICE	100,971.00	0.00	0.00	0.00	100,971.00	0.00
951-59000 OTHER FINANCING USES						
Total OTHER FINANCING USES	0.00	0.00	0.00	0.00	0.00	0.00
Total Library Joint Powers Authority	3,566,746.00	133,142.42	133,142.42	158,935.27	3,274,668.31	8.19
Grand Total	3,566,746.00	133,142.42	133,142.42	158,935.27	3,274,668.31	8.19

Expenditure Status Report
Library Payroll Report
CITY OF SANTA CRUZ
7/1/2012 through 7/31/2012

951 Library Joint Powers Authority

8.3%

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prcnt Used
951-51000 PERSONNEL SERVICES						
Total Regular full time	3,476,383.00	191,891.93	191,891.93	0.00	3,284,491.07	5.52
Total Regular part time	1,202,045.00	55,950.54	55,950.54	0.00	1,146,094.46	4.65
Total Overtime	0.00	101.58	101.58	0.00	-101.58	0.00
Total Termination pay	0.00	0.00	0.00	0.00	0.00	0.00
Total Temporary	692,000.00	39,648.22	39,648.22	0.00	652,351.78	5.73
Total Other pay	0.00	0.00	0.00	0.00	0.00	0.00
Total Special vacation pay	9,700.00	0.00	0.00	0.00	9,700.00	0.00
Total Special sick leave pay	0.00	0.00	0.00	0.00	0.00	0.00
Total Vehicle-phone-data allowance	1860.00	86.60	86.60	0.00	1,773.40	4.66
Total Salary savings	0.00	0.00	0.00	0.00	0.00	0.00
Total Retirement contribution	621,270.00	33,373.38	33,373.38	0.00	587,896.62	5.37
Total F.I.C.A.	75,039.00	1,792.21	1,792.21	0.00	73,246.79	2.39
Total Group health insurance	1,031,454.00	49,141.43	49,141.43	0.00	982,312.57	4.76
Total Group dental insurance	91,512.00	4,543.97	4,543.97	0.00	86,968.03	4.97
Total Vision insurance	14,948.00	736.11	736.11	0.00	14,211.89	4.92
Total Medicare insurance	61,120.00	3,766.66	3,766.66	0.00	57,353.34	6.16
Total Employer-paid COBRA	0.00	0.00	0.00	0.00	0.00	0.00
Total Group life insurance	2,319.00	123.91	123.91	0.00	2,195.09	5.34
Total Disability insurance	76,323.00	1,985.88	1,985.88	0.00	74,337.12	2.60
Total Unemployment insurance	24,705.00	1,449.60	1,449.60	0.00	23,255.40	5.87
Total Workers' compensation	194,310.00	12,035.13	12,035.13	0.00	182,274.87	6.19
Total Intrafund labor - credit	0.00	0.00	0.00	0.00	0.00	0.00
Total Library Joint Powers Authority	7,574,988.00	396,627.15	396,627.15	0.00	7,178,360.85	5.24

Preliminary Unaudited

Expenditure Status Report

Library Payroll Report

CITY OF SANTA CRUZ

7/1/2012 through 7/31/2012

Grand Total

7,574,988.00

396,627.15

396,627.15

0.00

7,178,360.85

5.24

Preliminary, Unaudited

July 2012

Library - Fund 951
Month-End Cash Balances

	July	August	September	October	November	December	January	February	March	April	May	June
FY 2013 Pooled cash	1,682,239.52											
FY 2012 Pooled cash	894,190.39	994,042.19	759,933.36	925,760.72	911,230.93	1,083,486.87	1,323,144.44	2,379,377.39	2,211,047.06	2,273,893.52	1,543,373.20	1,477,161.66
FY 2011 Pooled cash	72,541.96	250,794.12	312,607.59	1,397,052.22	604,129.15	539,173.69	1,586,968.17	875,122.12	1,076,342.48	1,227,629.78	1,164,416.13	806,095.53
FY 2010 Pooled cash	(908,343.59)	(797,637.50)	(752,924.76)	(597,787.31)	(558,459.72)	(707,533.76)	290,832.95	(390,345.22)	(62,933.26)	15,984.66	25,912.58	120,299.01
FY 2009 Pooled cash	(1,028,955.46)	(397,327.61)	(358,999.20)	252,949.44	(714,416.36)	(711,714.61)	(812,054.05)	(668,015.42)	(595,048.05)	(543,669.74)	222,502.65	(667,431.15)
FY 2008 Pooled cash	555,177.28	285,993.39	362,222.74	452,678.88	381,688.89	348,644.68	414,873.10	180,026.54	267,117.50	988,379.63	877,239.75	65,274.00
FY 2007 Pooled cash	378,173.37	260,209.81	(47,055.07)	77,967.52	141,276.32	331,082.13	1,134,207.34	1,970,264.04	582,080.73	688,990.25	693,402.17	260,082.00

Primary, Unaudited

STAFF REPORT

DATE: September 4, 2012
TO: Library Joint Powers Board
THROUGH: Teresa Landers, Director of Libraries ^{TV}
FROM: Heather Pereira, Learning Systems Coordinator
RE: Annual Training Plan

RECOMMENDATION: No action needed. For information only.
--

SUMMARY

During FY 11/12 the library successfully migrated to an Open Source ILS, Evergreen. This was a considerable learning accomplishment for library staff. Significant progress was made in changing the library culture towards a learning organization, accomplished by combining the new service model with the formation of teams working collaboratively to deliver core library services.

Staff development was rich and varied, with the library exploring numerous learning opportunities that included widespread use of webinars and online courses, attendance at professional conferences, taking advantage of highly-developed City of Santa Cruz leadership opportunities, and forming learning partnerships with other city departments.

Goals for FY12/13 build on accomplishments from FY11/12.

BACKGROUND

The library director is required to submit an annual training plan in September of each year.

DISCUSSION

Staff recognition and celebrating success were the core messages for Staff Day on April 27th. Of particular significance this year, temporary employees were invited to and compensated for their attendance at Staff Day. Feedback was positive, and both regular and temporary staff expressed their enjoyment at assembling and learning together. Instruction included eBook Download training and Fully Engaged Customer Service.

000051

From September 2011-February 2012 staff attended 46 different training events for a total of 1,130.5 hours. The mechanism for listing completed training, the Staff Database, was rebuilt this year and one outcome is that data entry for March 2012-June 2012 is delayed. Statistics will be available in October 2012.

The library benefits enormously from enrollment in two highly-developed City of Santa Cruz leadership opportunities. All city departments support the development of these programs through participation in a Succession Planning Advisory Committee with the Learning System Coordinator representing the Library. Library staff has shown a strong interest in two of these programs.

- The Employee and Leadership Development Program (ELDP) is made up of eight modules designed for new and aspiring supervisors, with instruction ranging from Motivating your Team to Addressing Performance Concerns. These classes are taught by City Department Heads and Senior Managers. Currently, the Library averages six staff attending per module; 15 staff attended 69 modules this past year; and one staff earned a Certificate of Completion with 2-3 staff very close to earning Certificates of Completion.
- The City of Santa Cruz Human Resources sponsors a Mentorship program. SCPL had two graduates in 2012. Department Heads and Senior Managers serve as mentors to staff from a different department. Recruitment is currently underway for 2013 mentees and the Library Director will be a mentor.

SCPL staff also maintains ongoing representation and participation in regional and state professional library activities.

- The Library had two graduates from the competitive statewide Eureka! Leadership Program: Discover the Leader Within. These graduates will present a summary of their keystone projects at the November LJPB meeting. One staff member has been accepted for FY12/13.
- One staff member graduated from the 27th class of Leadership Santa Cruz County.
- Staff also participated on the Pacific Library Partnership Staff Development Committee, the MOBAC Reference Committee and the California Library Association annual conference both as presenters and participants.

Assessment of 11/12 goals

- **Goal:** Enable staff to effectively use the Evergreen ILS System.
- **Status of goal:** **accomplished.**

This goal was accomplished through a combination of direct training, 38.5 hours of staff instruction delivered by Equinox (Evergreen development and support) and staff-to-staff instruction, use of and reliance on a searchable electronic forum for

Q&A, an Evergreen blog with Training exercises and incentives for staff participation, and ongoing daily use of Evergreen. Staff continues to effectively use the Evergreen ILS System.

- **Goal:** Ensure that each staff member has the training needed to perform successfully as part of new service model
- Status of goal: **accomplished.**

New service model training was delivered in a learning organization approach that included the formation of specific teams representing core library services. Teams worked collaboratively and identified learning needs; requests for online and on-ground instruction were made; and in-house instruction was developed and delivered.

A snapshot of online and on-ground instruction needed to perform successfully as part of the new service model included: Basic Cataloging and Classification, Hiring, Training, and Supervising Shelves, Supervisory Skills for the First Line Supervisor/Manager, Fully Engaged Customer Service, Readers Advisory Fundamentals, Library Marketing and Promotion via Social Media, Rethinking Reference Collections, International Evergreen Conference, Conflict Resolution Skills and Database Instruction. A Groupon was acquired; allowing ten staff to enroll in an online, self-paced Excel course at a greatly reduced rate.

Other instruction provided by library, City and local community staff included: Santa Cruz Regional 9-1-1 presentation, Scotts Valley 911 presentation, Single-Point-of-Service circulation training, eBook Download training, EZ Eden, Basic iPad instruction, and Workers Compensation & FMLA.

- Introduce Individual Staff Development Plans as a critical part of employee appraisal and development
- Status of goal: **yet to be accomplished.**

This goal has a greater chance of implementation now that the goals of having staff adapt to a new service model and learn a new ILS system have been successfully accomplished. This goal will be carried to the coming year.

- **Goal:** Continue the development of SCPL as a learning organization
- Status of goal: **accomplished.**

New service model training was delivered in a learning organization approach that included the formation of specific teams representing core library services. Teams worked collaboratively and continue to do so.

In June, a consultant was enlisted to work with teams in developing strengths and boosting team performance. Three teams have benefitted from sessions and two teams are scheduled for upcoming sessions. Specifically, the consultant is working

with teams to enhance team function in the following areas: meeting management, communications, accountability, and identity.

The book, *Strengths Finder 2.0* by Tom Rath, and its accompanying assessment tool was distributed to each employee. In addition to exposing staff to the learning organization concept of working from strengths, a collective list of staff strengths was created.

Goals for 2012/2013:

1. Introduce Individual Staff Development Plans as a critical part of employee development
2. Continue the development of SCPL as a learning organization
3. Revise orientation program for new employees- develop curriculum and instruction which integrates Open Source ILS and new service model.
4. Conduct an annual survey of staff to determine staff ideas and training needs and requests
5. Develop instruction plan for temporary employees given their changing role in the new service model.
6. Offer learning opportunities relevant to new systems and services such as ILS upgrades, e-rate funded new phone system vendor, etc.

Status Update for Facilities Master Plan September 4, 2012

Overview

The project is underway with Level One assessment of facilities. The first site visit occurred on August 16. The table below shows the status for one month prior and subsequent. Please note that the Library Project Team is referred to as LPT and consists of: Teresa Landers, Gale Farthing, Emily Galli, Janis O'Driscoll, Laura Whaley and Kira Henifin.

Schedule item	Item Owner	Plan date	Actual or scheduled	Comments
Project schedule, communications & goals	Group 4	By 8/31/12	7/31/2012	Completed
Lifecycle & Capital Maintenance Assessments	Group 4 & LPT	By 10/15/12	8/16/2012 9/7/2012	6 sites visited Requested information on each facility provided Second site visit scheduled
Project Mgt Mtg	Group 4 & LPT		9/20/2012	
LJPB Workshop	Group 4	By 10/31/12	10/1/2012	Scheduled 6-7 pm
Technical Meeting	Group 4		9/20/2012 10/1/2012	Stakeholder interviews Stakeholder interviews

Details

The planning process began with a conference call on July 31. The result of this was the transmission of a great deal of information about our service area, the library system and our facilities.

This was followed by a site visit to seven of the ten branches on August 16. A visual review was performed at all locations except Downtown, Felton and Boulder Creek. Felton and Boulder Creek will be visited on September 7. Downtown and Aptos will be visited/revisited for in depth analysis in September and October.

Stakeholder Interviews

The following interviews have been scheduled for September 20 and October 1:

- Library Staff- (September 20, 9-10 am)
- Martin Bernal- Santa Cruz City Manager (September 20, 10-11 am)
- Friends of the Library- main and chapters, Capitola library planning committee (September 20, 2:30-3:30 pm)
- Library Joint Powers Board (October 1, 6-7 pm)
- Jamie Goldstein- Capitola City Manager (October 1, 1-2 pm)
- Susan Mauriello- Santa Cruz County Administrator (October 1, 2:45-3:45)

The various cities/county administrators were contacted and given the option to meet with the consultants; with the additional option of including any other stakeholders in their scheduled meeting. They were also asked who else in their communities they wanted to invite. Only the Capitola library planning committee was added to the list.

000055

930 Cayuga St., Apt. A
Santa Cruz, CA 95062
August 27, 2012

Dear Chair of the Library Joint Powers Board,

I would like to give a two by three foot framed color photograph of the Library of Congress Reading Room to the Library. I'm including with this letter a much reduced image of the overall photograph, and a full size copy of one detail in the picture. Also a page about Carol M. Highsmith, the photographer, who has donated her work in the public domain to the nation.

I understand that usually gifts of art are displayed in one branch or another, to contribute "to the cultural enrichment of public library users".

Although the Board is free to do as it likes with this gift, I would suggest that it be displayed in the Board's own offices at 117 Union St., for the cultural and professional enrichment of the Board itself and the Board staff, as a testimonial to an age when libraries were a national priority and a source of national pride. We might not see that same level of support for libraries again, but the physical expression of those values in the Reading Room architecture may still be stimulating today.

Since the work is in the public domain, and can be downloaded from the Library of Congress for any purpose, public or private or commercial, I would value it at \$0.00. The frame is simple plastic strips with a clear plastic front, so lightweight and not of any value in itself.

If the Board would like to see the picture before making a decision, I can drop it off in advance of any meeting. I have read the Library Gift Policy, and agree to all the conditions in it. And I'm ready to sign the Gift Agreement - Works of Art form, whenever appropriate. Please tell me if there are any other steps I should take.

Thank you for your attention.

Sincerely,



Peter Nurkse

000056

Library of Congress Prints & Photographs Online Catalog



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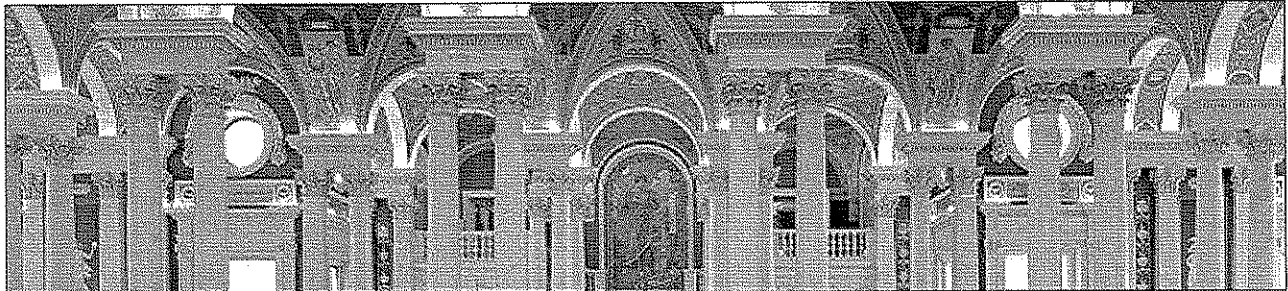
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Highsmith (Carol M.) Archive



Library of Congress Thomas Jefferson Building. Carol M. Highsmith, 2007.

Some images are digitized | All jpegs/tiffs display outside Library of Congress | [View All](#)

About the Carol M. Highsmith Archive

The online presentation of the Carol M. Highsmith Archive features photographs of landmark buildings and architectural renovation projects in Washington, D.C., and throughout the United States. The first 23 groups of photographs contain more than 2,500 images and date from 1980 to 2005, with many views in color as well as black-and-white. Extensive [coverage of the Library of Congress Jefferson Building](#) was added in 2007. The archive is expected to grow to more than 100,000 photographs covering all of the United States.

Highsmith, a distinguished and richly-published American photographer, has donated her work to the Library of Congress since 1992. Starting in 2002, Highsmith provided scans or photographs she shot digitally with new donations to allow rapid online access throughout the world. Her generosity in dedicating the rights to the American people for copyright free access also makes this Archive a very special visual resource.

America Project--[View the photographer's Top 50](#)

Alabama (Funded by George F. Landegger) -- [View the photographers top choices](#)

Cuba -- [View the photographs](#)

View the slide show: [Carol M. Highsmith's America Image Sampler](#) .

000057

Policy Title: Gift Policy: Works of Art for Public Display

Policy Statement:

The Library Joint Powers Authority Board encourages members of the public, including local artists, to donate works of art to the Library System for public display. Although the Library System does not acquire or collect works of art, the Joint Powers Board believes that the display of art contributes substantially to the cultural enrichment of public library users.

For this reason, the Library System conducts changing exhibits at several Branches, and will accept donations of works of art for display purposes, with the proviso that it has neither the staff resources nor storage facilities to ensure permanent preservation of any item.

Donors wishing to present works of art to the Library System are asked to write a letter to the Chair of the Library Joint Powers Authority Board describing the proposed gift, naming the Branch where they wish it to be located, and suggesting any appropriate place where it might be displayed. Donors may wish to consult with Library Staff prior to making the proposal.

The Chair will place the proposed gift on the Agenda of the next regularly scheduled Joint Powers Authority Board meeting. The Board will accept or reject proposed gifts on the basis of the following criteria:

1. Staff recommendation as to the artistic appropriateness of the work for public display, and the suitability of the proposed display site or an alternative.
2. The donor's or artist's signed agreement to the terms of the attached *Gift Agreement-- Works of Art*, which contains the following stipulations:

That the value of the work of art shall be supplied by the donor and stated in the agreement. It is understood that appraisals by staff have no legal standing, and that if the donor wishes a professional appraisal she/he must seek one at her/his own expense.

That, having accepted a work of art, the Library will agree to display the work for a minimum of one year from the date of acceptance. Should extraordinary events prevent the Library from doing this, it agrees to consult with the donor regarding an alternative display site.

That, having fulfilled this condition, the Library is free to move, store, sell, or dispose of the work as it sees fit and as conditions require.

ART DONATIONS POLICY

2

That, in the event that a decision is made to sell the work, the donor shall have the right of first refusal to purchase back the work at the current market price. This right shall not, however, devolve upon the donor's heirs or legatees.

Should the Library Joint Powers Authority Board, the artist or donor, and the Library staff disagree regarding the acceptability of a work of art for public display, the Library Joint Powers Authority Board shall consult with the Santa Cruz Arts Commission for advice regarding alternative sites or resolution of the conflict.

Adopted by the Santa Cruz City County Library System [citizen] Board on October 7, 1985; Adopted by the Library Oversight Committee on November 3, 1988; confirmed by the Library Joint Powers Authority Board in July 1997.

Updated 09/12/01
Updated 09/12/11

000059

GIFT AGREEMENT FOR WORKS OF ART

The Library Joint Powers Authority Board of the Santa Cruz City County Library System, meeting in regular session on [date], adopted a resolution accepting with gratitude the below described work(s) of art for public display, in accordance with its published Gift Policy: Works of Art for Public Display.

The gift is accepted with the following conditions:

[list conditions imposed by JPB or by donor]

DONOR: list full name(s), address, phone number

ITEM DESCRIPTION: Title, media, size, framing, signature.
Attach photograph

NOTES: Describe special display conditions or the like.
Example: Painting will bear a plaque with the following message:
"Gift of Mr. and Mrs. John Smith in memory of Judge J. M. Smith"

Signature of Donor

Director of Libraries

Date

Date

Execute two copies of this form: one for the donor and one for the Library

Original 09/12/01
Updated 09/12/11

000050

Cowgirl delights audience at Branciforte library: Act part of 'Dream Big - Read' summer reading program

By Kimberly White - Santa Cruz Sentinel Santa Cruz Sentinel

Posted: 7/19/12

SantaCruzSentinel.com

SANTA CRUZ - While thousands flooded to the Salinas Sports Complex for the annual rodeo Thursday, dozens of parents and children got to watch a Live Oak man get hog-tied at the Branciforte library.

Cowgirl comedian and professional entertainer Karen Quest plucked Randy Boose from the audience. Boose smiled broadly as Quest placed a clanging cowbell around his neck. Fake, felt horns and a spotted tail completed the outfit, and Quest spent the next several minutes hog-tying his wrists and legs in true rodeo style.

"I liked seeing my wife and kids get a kick out of it," Boose said with a laugh as the performance continued.

Hands clapped tightly against their ears, dozens of children watched in wide-eyed wonder as her whip uncurled mid-air, then flinched as its loud crack resonated through the packed room.

Quest, a trim and energetic 57-year-old San Francisco resident, has been doing her cowgirl performances for the past 15 years, but just last year started performing her "country comedic bonanza of trick roping, whip cracking and kooky cowgirl shenanigans" at public libraries.

She previously worked as a juggler and circus performer, and now performs at corporate and private events, as well as fairs and festivals. According to her biography, she also has won numerous awards at the Wild West Arts International Convention in Las Vegas.

"If you have a dream, go for it - dream big," she encouraged the audience.

The performance was part of the "Dream Big - Read" summer reading program, aimed at encouraging children to visit public libraries, read and write book reviews during the long summer break. It launched last month and has been implemented at libraries across the state, and is being sponsored here by the Friends of the Santa Cruz Public Libraries.

The program continues with the fourth annual Teen Battle of the Bands Saturday at the downtown branch on Church Street, and concludes July 29 with the 12th annual Festival of the Book at Harvey West Park in Santa Cruz, where children and parents can enjoy food, music, books, crafts and live entertainment.

Children have also been earning points for every hour they read over the summer, and can redeem their Summer Reading Dollars at the festival, then use them at any of the roughly 30 participating area stores.

Follow Sentinel reporter Kimberly White on Twitter: @kwhite95066

000061

Kids hooked on reading at annual Festival of the Book at Harvey West Park

By Shanna McCord - Santa Cruz Sentinel Santa Cruz Sentinel

Posted: 7/29/12

SantaCruzSentinel.com

SANTA CRUZ - The gathering at Harvey West Park on Sunday would have made Dr. Seuss smile: dozens of kids hooked on books everywhere you looked.

The 12th annual Festival of the Book is a celebration to mark the end of a summer reading program organized by the Santa Cruz Public Library.

Kids of all ages are encouraged to read during their summer break with rewards such as merchant coupons around town and coupons for free books at the festival's book sale based on how many they've read.

The party at Harvey West Park included a free family picnic and several activities such as crafts, face painting, dress-up clothes and a tent where kids could practice reading to Bitsy, a fluffy black husky.

"The reason libraries do this is because research shows in summer, reading slips," said Janis O'Driscoll, the library's programs manager. "If kids read six books at grade level in summer, they'll pretty much maintain grade level. That's the main reason we started doing this."

A big draw on Sunday was the book sale held in the Harvey West Clubhouse, where books were sold by the pound at bargain prices.

Leah Jacobson went home with 12 board books for her 16-month-old son Leif. The total came to only \$9.

"There's more stuff in there than we can find in other places and everything is really well-priced," Jacobson said. "We read to him a lot. He's at the age he likes to pick out the books. He asks to read."

Heather Claussen has been taking her two daughters, ages 5 and 7, to the book festival for several years. They scoped out the sale on Sunday and loaded up on new reads.

"We love the summer reading program," Claussen said. "It rewards them for keeping their reading skills up in summertime. We all enjoy it."

Book sale volunteer Mac-I Crowell, 18, is a member of the library's teen advisory council.

"I love books," Crowell said. "People who love books seem more educated and nicer as a whole. Reading just exposes you to more ideas."

O'Driscoll said about 1,500 kids had completed the library's summer reading program.

Follow Sentinel reporter Shanna McCord on Twitter @scnewsmom

000062

Face time: Santa Cruz Public Library participates in international public-art project, bringing larger-than-life faces of library patrons to the community

By *CHRISTA MARTIN Santa Cruz Sentinel*

Posted: 8/2/12

SantaCruzSentinel.com

Driving through Live Oak, it feels like you're being watched. Black-and-white portraits of big, bold eyes stare at you from the walls of the neighborhood supermarket.

These images serve as a striking public art venture that was spearheaded by 38-year-old local artist Mariah Roberts. The close-ups were designed in collaboration with a global project called "Inside Out," which is the work of 2011 TED Prize winner, JR, a French street artist. The mission of JR's ongoing TED project is to have photographs taken of people in your local community and then showcased publicly, thus giving a presence and a face to your neighbors -- hence the Live Oak Super grocery store gallery of sorts.

But as this is Santa Cruz, our artists are always pleasantly pushing to take things further and explore them more deeply. The unveiling of a new public art project, also in association with "Inside Out," will emerge Friday as part of the August First Friday celebration, when the Santa Cruz Public Library reveals a host of remarkable images of library patrons.

"Libraries Inside Out" got off the ground in the early spring when a library staff member, Janis O'Driscoll, was itching to get involved with "Inside Out." That's when she heard about the impetus behind the Live Oak "eyes" and discovered that its coordinator, Roberts, was in fact a neighbor of hers. It was serendipitous to say the least, considering how "Inside Out" is based on telling the visual stories of people in your own community. O'Driscoll inquired if Roberts would be interested in doing a similar project with the Santa Cruz Public Library.

"I'd been enjoying it the Live Oak public art and I knew she could pull it off," says O'Driscoll. "As soon as I talked to her, I knew she'd be the right person. She's a teacher and helps children incorporate art into their daily lives."

O'Driscoll says this conversation with Roberts happened around the same time that the library staff was discussing how it represents itself in the community, and how the community sees the public library. Meanwhile, the library staff had grown fond of a quote by Bella Bathurst that said, "Turns out libraries have nothing at all to do with silence."

That quote seems like a paradox, considering how in elementary school -- at least back in my day -- teachers shush children and insist they be quiet in the library. But O'Driscoll and others interpret this quote to mean that a library is "not just a source for books, but also a source for connection," says O'Driscoll. "A library's most powerful asset is the conversation it provides -- conversations with people, projects, materials."

She teamed up with Roberts, conversed, and hatched a plan to take photos of people in and around the library and post them on the exterior of the building. Roberts brought along three photographers, one of them well-known local shutterbug Joop Rubens, along with two UC Santa Cruz student photographers. A group of Live Oak middle school students also helped out as volunteer assistants

000063

and together the team snapped scores of images from homeless people to business people, children to the elderly, council members and library board members.

All of the photos are headshots and many honor the library's now favorite quote, "Turns out libraries have nothing to do with silence." The photo subjects were encouraged to express themselves however they wanted in the pictures -- laughing, smiling, any kind of preferably non-silent behavior.

The photo shoots took place in May and the gorgeous black-and-white results of those shoots will be featured when the show is hung on Friday. Included will be 60 images, three feet by four feet in dimensions, along with nine images, scaled at 10 feet by 10 feet. Many of the pictures will be displayed outside, but there will also be a gallery showing inside the library as well.

"It will be an amphitheater of people surrounding you," says Roberts. "All of these people who care about the library and use the library."

The larger works were made possible by a Kickstarter campaign that raised \$5,000 to provide materials and production costs for the enormous portraits. The entire collection of images will be in rotation and make their way to other local library branches.

"This to me is the perfect example of what the public library can be in our community," says O'Driscoll. "When this project goes up and you look at that building, you're not going to see the building and the glass, but you're going to see the people who use the library, who work in the library, who advocate for the library. That's the whole reason we have a public library. Libraries are something for the people that we are holding onto for dear life."

For Roberts, the coordinator, this project is "compelling because its process is as powerful if not more powerful than the end visual results," says Roberts. "Good public art, in my view, enables a conversation about shared experiences between folks who otherwise would not cross paths. This project exemplifies that."

She adds that the project is "humanizing, and you end up seeing yourself in everyone else's images."

For Rubens, being a part of the "Inside Out" scenario was alluring. "This project tries to portray these people who have their own personal stories, and it's up to the viewer to look at the photos and define it," he says. "It's right in line with why I like to take photographs -- because there are no words to it. It's just an image, so it's open to the subject to put their soul into the photograph."

{ FRIDAY 5:30 p.m. Main Branch, Santa Cruz Public Library, 224 Church St., Santa Cruz. Free.
www.librariesinsideout.com. }

000064

First Alarm guards patrolling library, City Hall areas

By CATHY KELLY - The Santa Cruz Sentinel Santa Cruz Sentinel

Posted: 8/3/12

SantaCruzSentinel.com

SANTA CRUZ - Security guards recently started patrolling the downtown library, bringing relief to library staff who at times had to act as part-time bouncers to control disruptive patrons.

In a partnership with the city, guards early last month began patrolling the library, City Hall and Santa Cruz Civic Auditorium.

Homeless people and others have long hung out at the library, a safe place to go inside, sit down and use the computer or read or rest a while. It also has one of the few unlocked and free rest rooms in the downtown area. City Hall has also been a popular place for people to hang out.

Janis O'Driscoll, a division manager for Santa Cruz Public Libraries, said a guard has been a need at least since the recession began a few years ago. But a tight budget made it impossible for the libraries to hire their own guards, she said.

"The majority of people use the library respectfully," O'Driscoll said. "But there was enough of an element of a group that was just making it hard for everyone else and we reached critical mass and had to do something."

"First Alarm has been fabulous. It's making such a difference for us."

The guards are on duty from 7 a.m. to 5 p.m. daily, at a cost of about \$5,500 per month, said Scott Collins, assistant to the Santa Cruz city manager. The city's portion is paid from several city departments and from the general fund, he said. The police department was consulted, he added.

"We're still evaluating at this point, but from what employees and area businesses have said, it's been really effective," Collins said. "There were enough illegal and troubling behaviors going on that some employees felt threatened."

First Alarm guard Guy Woodward was on duty Friday, walking the area, armed with a police radio.

Woodward, a 26-year-old Santa Cruz resident, said the violations he addresses are usually pretty tame - smoking, drinking, sleeping on benches and an occasional incident of theft or fighting.

He said that he goes inside the library too, and that library staff call him if they need him.

And while has been called a Nazi, Woodward said most people are pretty good about stopping the offensive behavior.

"A lot of it is people skills; I can't be on some kind of power trip," he said. "But even if it seems like overkill, it's not. The presence of someone in a uniform really helps. It's really calmed down a lot."

People are allowed to sleep on the lawn at City Hall, but not to camp out with a sleeping bag and other items, he said.

000065

At one point, Woodward talked to an older homeless man who was smoking a cigarette outside the front door, in a nonsmoking area. The man quickly put it out.

That man, Jimmie Rodgers, said he has been traveling through Santa Cruz each year for many years. He said the guards are OK.

"They're pretty nice," he said. "They seem to be good judges of character."

O'Driscoll, the library division manager, said the guards have "inspired more thoughtful behavior from everyone who uses the library," creating a more relaxed environment.

"We've been thanked by patrons who say they feel like it's safe for them to use the benches again," she said.

Kelly Newman, a library user who lives in the downtown area, said something was needed to quell the crowd.

"People were hanging out like it was a party and I'd complain and the librarians would come and out and shoo them away," Newman said. "It's good they have some help, but I don't know where they all go."

In the past several years, dealing with budget cuts and large amounts of transients, the city has employed First Alarm officers downtown, on the Municipal Wharf and in the Harvey West area.

The guards cannot write tickets, but can detain troublemakers as any citizen can when it is appropriate, police said.

Police have called the program successful and said the lower-cost guards can free up police to work on more serious crimes.

Follow Sentinel reporter Cathy Kelly on Twitter @cathykelly9

000066

Programming Librarian

An initiative of the American Library Association Public Programs Office

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Santa Cruz Public Libraries Have Nothing at All to Do with Silence

Janis O'Driscoll | August 09, 2012

When TED Prize winner JR announced his wish to turn the world “[Inside Out](#),” inviting people around the globe to share a photo portrait along with a statement about what they stand for, [Santa Cruz \(Calif.\) Public Libraries](#) stood up to participate.

The Inside Out Project is a large-scale, participatory art project that transforms messages of personal identity into pieces of artistic work. Everyone is challenged to use black and white photographic portraits to discover, reveal, and share the untold stories and images of people around the world.

JR asks participants to identify a theme; here is ours:

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 inwards or vanish. **Turns out that libraries have nothing at all to do with silence.**—Bella Bathurst, “The Secret Life of Libraries,” *Manchester Guardian*, May 1, 2011

We choose our Downtown Branch. We wanted the community to look at that building and see not the bricks or the glass, but the people who use the library, work in the library, and advocate for the library.

During May 2012, Joop Rubens, a professional photographer in Santa Cruz, stood outside the branch with library staff and asked people if we could take their photograph. “We’re going to put it on the outside of the building.” We showed them the quote and asked them to express that thought with their faces. You’d be amazed at how many people thought that was a great idea. We got so many portraits that we have 10’ x 6’ images outside of the building, and many more 3’ x 4’ images inside on both floors.

And so many volunteers! We had hordes of people of all ages as well as interns from the local museum to help us mount the art inside and out. We sponsored a successful [Kickstarter](#) and raised more than \$5,000 from sixty-five contributors to pay for printing the outside portraits and for the equipment to hang the inside portraits (JR’s project paid for printing all the 3’ x 4’ portraits).

The project was launched on August 3, 2012. The reaction has been all that we hoped for. “It’s like the people are part of the building!” I can’t hear that enough. On the outside, Mother Nature will determine when the installation will end ... it’s just paper and wheat paste on a brick wall. Inside portraits are more permanent, and

will circulate eventually to the other nine branches.

But it isn't over yet! On the first Friday of every month until the rainy season we will put up a new portrait by the front door. The portrait will be chosen online, and you can vote! Choose your favorite by September 7.

Max Eastman wrote: "It is art that makes life, makes interest, makes importance and I know of no substitute whatever for the force and beauty of its process." We are living that in Santa Cruz ... and not silently.

Janis O'Driscoll is Division Manager, Programs, Information & Partnerships, Santa Cruz (Calif.) Public Libraries .

Tags:

- [arts](#)

Share Your Thoughts

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Posted by Jonathan Hall on Tuesday, August 14, 2012, at 06:38 PM

Bravo!

Passion - with graphics!

Libraries, and those who advocate for them,

perhaps NEED community faces as our own sort of 'brand'.

Nice.

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June 14, 2012 - June 28, 2012

Volume XXXIV, Issue 11



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In This Issue...

The Mid-County Post > News

Ellen Pirie Set to Retire

- The End of the (By)Line
County Auditor Decides in Redevelopment Tax Dispute
Voters in June Primary Elect Two Supervisors
News Makers
Business Profile
All-Around Wellness at the Body Shop

Ellen Pirie Set to Retire
County Supervisor Looks Back over Three Terms in Office

By Mary Bryant

It's been a dozen years since Ellen Pirie took a chance and ran for a seat on Santa Cruz County's five-member Board of Supervisors.



Ellen Pirie

"It really was like stepping off a cliff," the retiring Second District Supervisor recalled. At the time she had never been in office or managed a campaign. She had everything to learn - politics and all the issues that involved the Second District.

"And I anguished over everything," she added.

Pirie didn't win in the primary on her first go. She faced former prosecutor and novelist Christine McGuire in the runoff, but won that election handily.

Why did she run? She didn't trust the other candidates to represent her properly.

"I don't think single-issue candidates are ever successful," she said.

She wanted the job of managing the needs of the Second District. The district spans Capitola to Watsonville, with unincorporated Aptos at the center, which means a lot of Second District residents look to their supervisor when they need help.

In her next two elections, she won in the primary.

While she had practiced law for 16 years before taking office, Pirie was panned the "soccer mom" candidate - a reference to her four children, her quiet demeanor and seemingly boundless energy. Prior to being elected supervisor, Pirie worked for Senior Legal Network as the non-profit agency's managing attorney. Her husband, Terry Hancock, took over the job after Pirie left the agency.

By the time her third term ends, she will be 62. Her hair is now white, but she says that is only because she stopped dyeing it.

000069

And while she is leaving office at the end of 2012, she is definitely not retiring.

Pirie and Hancock have been accepted into the Peace Corps for a 27-month assignment overseas - likely Africa or Eastern Europe.

With about six months left in elected office and having just seen the candidate she endorsed in June's primary, Zach Friend, elected to his first four-year term, Pirie looks back to what she has accomplished, what has been frustrating and what she hopes to see finished in the future.

The Early Years

In the late '90s, the Second District seat was held by Walt Symons.

Pirie was definitely a Democrat, and some thought her election meant that the board would again be tilted to the left. Others pegged her as a conservative.

However, Pirie was much more a moderate than other supervisors in Santa Cruz and San Lorenzo Valley at the time. Soon, she began to frequently side with then-Supervisor Jan Beautz, the board's other female member, in keeping decisions much more centrist and local - a big change from the right vs. left passionate "big" issue topics that dominated the decade previous.

This was a board that meant to get things done - libraries built, a highway widened, parks opened and a good working relationship with other elected officials maintained.

What was the biggest issue in her district in the early years? By far, she says, it was the need to widen Highway 1. The highway hadn't been improved since the '60s and most all the proposed projects were stalled.

The problem, Santa Cruz progressive leadership believed - and many still do - was that widening Highway 1 would mean big developers pushing to make this county a bedroom for the ever-growing Santa Clara County.

Never mind the region's water shortage or the voter's resilient preference for keeping open spaces open, some remained convinced that the only hand brake on runaway growth was a very congested Highway 1.

Maybe the much more credible foe to highway widening was the \$500-million-plus price tag, according to Pirie.

"We made progress but not as much as I would like," she said.

Pirie says that the cost of adding a lane on Highway 1 in both directions from the Highway 17 interchange to Freedom Boulevard will always be too much. Instead, commuters will have to make do with auxiliary lanes, like the ones currently under construction at Morrissey Boulevard.

She sees another project opening after those new lanes are completed that will connect Soquel to 41st Avenue. She also says fewer people are complaining about the congestion than when she first took office.

Not Just One Job but Many

Part of Pirie's work as a county supervisor is overseeing and setting policies for other local government agencies.

As a supervisor, she's been appointed to a number of commissions, including the Metropolitan Transit Authority and the Santa Cruz Library's board of directors.

Let's take the library board as an example. The countywide library system is sponsored by three area

cities and the county, so Pirie is part of a board that includes city council members, citizen representatives and other county supervisors.

Three of the county's 10 library branches are located in the Second District, but Pirie must help manage the entire system, along with promoting her district's resources.

Clearly, the library board's structure was a large part of the recent decision by the board to keep all branches open, despite the library director's idea a few years ago to only maintain the larger facilities.

However, over the past few years, none of her appointments has been more contentious than the Regional Transportation Commission - battles over Highway 1 widening and the purchase of the rail line that runs east-west through Santa Cruz County.

While Santa Cruz County's RTC is an obscure agency, virtually all local transportation issues must be approved by this group, again a combination of city leaders, citizen members and county supervisors.

While the idea of purchasing the Union Pacific right-of-way has been bandied about for decades, according to Pirie the talks got serious about the time she was elected to the Board and appointed to the Commission.

The Tracks that Divide the District

Many residents in Pirie's district don't want to see passenger train service restored, in some cases because of noise and in some fewer instances because the tracks run very close to some residences. For those who maintain reservations, despite the Commission's recent deal with UP for the right-of-way, Pirie doesn't think anyone has to worry about passenger train service. Ever. "I don't think we will ever have passenger train [service]," Pirie said.

While earlier in the discussions, Pirie didn't support the rail line purchase, more recently her vote has been decisive to move ahead.

She said the change is the realization that the tracks could someday make a great walkway through the county. She says that walking the tracks from Rio del Mar to Aptos Village would certainly beat driving.

This is not necessarily a contentious opinion; most of the money to purchase the right-of-way will come from the state Prop 116 funds that are dedicated to commuter rail projects. But if Pirie is right, the only "commuters" the tracks will ever see are tourists being shuttled on a slow-moving train between Santa Cruz and Davenport. And that might not even last long.

Calling a walking path along the rail line a "wonderful amenity," she believes that commuter service is financially infeasible, and decades of reports support her view. One report suggested that if the rail line was replaced and commuter train service initiated, the necessary subsidy for each passenger would be in the range of \$60 per passenger. That would make the tracks financially impossible to operate, as she believes the rail line would need to be entirely rebuilt to meet safety requirements.

"We don't have the kind of density of population [along the tracks we need]," Pirie said. "People think about [passenger rail service] ... but it isn't real."

She adds that she has walked most of the tracks in sections, and there are 38 trestles, cliffs and a "million" retaining walls, most built more than a century ago.

Does she worry that if the tourist train doesn't work long term, state regulators are going to want their \$10 million back? Absolutely not, she answers.

Despite what state regulators have told The Post about the RTC's obligation to return funds if a tourist train is ever closed, Pirie believes the only obligation the RTC has is to initiate the project.

000071

However, she realizes even that is in question.

To get the Prop 116 funds, the RTC has to have an operator for the passenger and freight services. At the last minute, Sierra Northern backed out of the deal. A new operator from Iowa is interested, and talks are underway.

According to Pirie, the biggest problem is that the terms established with Sierra Northern have to pass through to the new operator, or a revised deal must be approved by regulators. And, the last deal was only barely passed by regulators.

Pirie adds that a trail may also be a ways off, since at some points the rail line is so narrow that a train and walkers can't share the space safely.

Among Pirie's interests, she has been working with a group to help complete a walking trail that would traverse the county.

"There is [now] a master plan of a trail network," she said. "I think it will happen eventually."

When Pirie's Job Turned Sour

About four years ago, then-Supervisor Beautz announced her retirement after two decades in office.

Following a hard-fought race, John Leopold was elected to the First District. He joined progressive Democrats Neal Coonerty (from the Third District, including Santa Cruz) and Mark Stone (from the Fifth District, including San Lorenzo Valley). On their agenda was keeping Highway 1 from being widened, along with other issues which Pirie wouldn't necessarily support.

Getting Leopold onto the critical commissions was important, but that meant removing Pirie from her assigned posts. Pirie didn't want to give up her assignments without a battle, even if it was one she would certainly lose.

While the county supervisors had a history of unbridled warfare in the '80s, the board had been quite collegial during most of Pirie's term.

"After Jan left, three other supervisors ganged up on me. That was a pretty unpleasant period," she added.

While Pirie maintained her seat on the Metropolitan Transit board - Leopold replaced a citizen member from the disabled community - she was dismissed from the Local Area Formation Committee (LAFCO). Pirie was then moved to the library board, and a position was created for Leopold as the alternate member.

While difficult, Pirie said that recent years have been better.

"Things are much more peaceful now," she said.

What She Will Miss

Pirie said the "best thing" about the job was how much she enjoyed the work.

She counts the about-to-be-approved Aptos Village Plan and Seaclyff's MacGregor Park as successes, along with the public trail between Cabrillo College and Nisene Marks Park.

She has also received good feedback from the community.

"I'm proud my constituents feel they have a local government," she added.

What about complexity of government? She agreed that a supervisor's job is complicated.

"I don't know how to get out of that, but it has gotten too complicated."

She gave as an example the effort to limit the Aptos Creek's flow onto the beach, which creates a murky, smelly lagoon. Pirie said that making small modifications to the course of the creek would be a "win" for the habitat, nearby neighbors and beachgoers, but will take the approval of nine different state and federal agencies. Or, maybe the number is 10 agencies, if the 10th federal agency asserts that it is involved in the matter. That agency hasn't yet decided.

"The idea you have to have a plan approved by nine different agencies...is ridiculous."

Pirie said that she was ready to move on, and doesn't anticipate looking back much.

"What doesn't sound appealing is hanging around and second-guessing my successor."

She is happy that voters selected Friend to follow her in office, saying she believes "he's a good match for the Second District."

Pirie said that the most frustrating part of her job was the bureaucracy, and the immense time it takes to see projects accomplished.

Pirie reported that her family had been supportive and the last of her children will graduate from high school this year.

In recent years, her schedule has been more balanced. She said that the first few years after being elected she worked seven days a week and long hours. Then she realized this was the kind of job in which a person would never be finished.

"It could be a 24-hour, seven-days-a-week job and you would not run out of things to do." She curtailed some hours.

Even though she said her family doesn't enjoy the same anonymity as before, with her working long hours her children have enjoyed a bit more "liberty."

She said that she will miss her fellow workers at the county.

"You work with them for 12 years and you get attached," said Pirie.

Also, she has made good friends with many of her constituents, and will miss seeing them as often.



[Next Story: The End of the \(By\)Line »](#)

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000073



Teresa Landers <landerst@santacruzpl.org>

You got a twitter mention

Diane Cowen <cowend@santacruzpl.org>

Mon, Jul 9, 2012 at 5:42 PM

To: Teresa Landers <landerst@santacruzpl.org>

Somebody likes you in the twitterverse. I saw this tweet:

RobynMcIntyre @robynmcintyre

All libraries for county managed by **Santa Cruz City - library** head is smart, tech savvy, progressive #litchat

Diane Cowen

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



Got Questions? Text Us!
Text SCPL to 66746 for
instructions!



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000074

Santa Cruz Public Libraries

117 Union Street
Santa Cruz, CA.
95060

July 14, 2012

Re: Staff excellence

Attn: Library Joint Powers Board

Over the years, there have been many changes, so many 'trials and tribulations', for you yet the consistency of staff professionalism, remains strong and true.

Daily, your staff members, Fred Ulrich, at the Reference desk and Liz Pollock, at the Circulation desk, exhibit this Santa Cruz Library trademark.

As I am at the library several times per week, I recognize depth and efficiency immediately. As so often is true, details in writing, both in fiction and non-fiction, make the difference in communication. Ulrich has been instrumental in streamlining my searches, deciphering and clarifying many important informational details. Ulrich is always willing to 'do his best' **and** his best has amazing depth and breath. What also should be noted, he gives that professional 'best' every time, **and** to everyone.

Liz Pollock's performance is always most professional, and her customer service is consistently welcoming. Her questions are exacting, her work fast and efficient. If you present a problem/question that is not for her assigned area, she is good enough to direct to the location and to the appropriate contact person.

Once again, these are staffers who **always** give their best to everyone all the time.

Thank you again, for being a strong community member, dedicated to the growth of our young people and the enhancement of **all** our citizens.

Yours truly,



Jane M. Mohnen

cc: Teresa Landers

000075



Teresa Landers <landers1@santacruzpl.org>

Fwd: SCPL Patron Comment or Suggestion: service

WEBMASTER SCPL <webmaster@santacruzpl.org>

Fri, Jul 13, 2012 at 12:10 PM

To: Metis Group <metis@santacruzpl.org>

Cc: Richard Eberle <eberler@santacruzpl.org>

Diane is off today. I am not sure who she normally sends staff commendations to. Attached is praise for Caroline Caldwell. Please let me know if I am to copy Caroline or others on staff.

Julie

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

From: <webmaster@santacruzpl.org>

Date: Fri, Jul 13, 2012 at 8:19 AM

Subject: SCPL Patron Comment or Suggestion: service

To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Kathy Handforth

PHONE NUMBER: 831-440-0508

EMAIL ADDRESS: kahandfroth@cruzio.com

=====
I just want to say a special thank you to Caroline Caldwell. She used to be at Scotts Valley library (we are waiting to get her back) but is now downtown. I can still contact her and she is ALWAYS knowledgable, helpful and caring. We miss her and are so glad she is still the most helpful caring librarian EVER!
=====

Got Questions? Text Us!
Get answers on the go! Text SCPL to 66746 for instructions!



000076



Teresa Landers <landerst@santacruzpl.org>

Fwd: SCPL Patron Comment or Suggestion: Ancestry.com

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

Thu, Jul 19, 2012 at 12:45 PM

Diane Cowen

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



Got Questions? Text Us!
Text SCPL to 66746 for
instructions!



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We received
over 10 messages
similar to this
one.

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

From: <webmaster@santacruzpl.org>
Date: Thu, Jul 19, 2012 at 11:25 AM
Subject: SCPL Patron Comment or Suggestion: Ancestry.com
To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Mary Parker-Schumacher
PHONE NUMBER: 831-335-7164
EMAIL ADDRESS: schuma@sbcglobal.net

=====
Santa Cruz Public Library Administration

I want to personally thank you for subscribing to Ancestry.com accessibility through the library computers. I'm Office Manager for the GSSCC, and so thank you also on behalf of our group. I have put some signs up in the Genealogy Room to alert patrons. This is Great!
Mary

=====

000077



JUL 11 2013

July 10, 2013

Teresa Landers, Library Director
Santa Cruz Public Library
Administration Headquarters
117 Union St.
Santa Cruz, CA 95060

Dear Teresa,

On behalf of the Genealogical Society of Santa Cruz County I would like to express our sincere gratitude to the Santa Cruz Public Library for the recent acquisition of Ancestry Library Edition.

Genealogy is the fastest growing hobby in the United States. The pursuit of family history appeals to a wide variety of library patrons and this exciting resource will benefit many.

Thank you for opening the door to numerous library users who are otherwise unable to get the subscription to Ancestry.com

GSSCC volunteer staff will be sure to let researchers know of the availability and easy access to the wealth of document databases related to family history through Ancestry.com

Your generosity is much appreciated.

Sincerely,

Janine Charlton, President
Genealogical Society of Santa Cruz County

000078

Califa Lands \$325,000 in Funding for Ebook Ownership Project; Deal Close With Smashwords

By Michael Kelley on June 26, 2012

FROM

LIBRARYJOURNAL

76

The San Mateo-based Califa Group, which is the largest library network in California, has made major strides in its project to create an ebook ownership model along the same lines as the Douglas County Libraries in Colorado.

- Califa has substantially increased its funding for the project from an initial \$30,000 to \$325,000, and Contra Costa County Library is going to be the pilot library for the project;
- The consortium, which represents 220 multi-type library systems, is on the verge of striking a deal with Smashwords for outright ownership of its top-selling titles, which will also include a self-publishing option for patrons;
- It has partnered with the Kansas State Library, which has joined the consortium and is going to provide funding for the project, and discussions are ongoing with other state library agencies; and
- Boopsie will provide mobile apps for the platform.

"My head is spinning a bit and I'm getting an appreciation of the complexity this involves, but everyone is very excited about it," said Heather Teysko, Califa's director of innovation and development.

Under the deal with Smashwords, a four-year-old rapidly rising self-publishing platform which recently reported annual revenues of \$12 million, Califa will be able to purchase about 10,000 of the company's top titles for about \$3 a title. Califa will house the files on an Adobe Content Server that it purchased for \$10,000 (with an annual maintenance fee of \$1,500) and which the Quipu Group is configuring.

"Smashwords is so great and so forward thinking," Teysko said. "They can move nimbly and we want to have something we can test and move forward with." To that end, Contra Costa County Library has agreed to be a pilot library in the fall.

"The folks at Califa are putting a professional quality, aggregating service together and applying DRM," said Mark Coker, the CEO of Smashwords. "They want to own the book and lend it out one at a time and we're very supportive of that."

Coker said large publishers who are resistant to library ebook lending and ownership "are out of touch with the future," and he said the initiative was very exciting and had the potential to become much bigger.

"Other publishers think libraries are cannibalistic, but our folks are much more progressive," Coker said.

"This project further expands the availability and accessibility of our books; it helps our authors and publishers to connect with readers, and libraries are real important to that mission."

Teysko said she met with about 50 publishers at the recent BookExpo America held in New York City.

"Lots of publishers at BEA were interested in selling content," Teysko said. "Only four people laughed at me and about 30 were quite happy to work with us and said 'let's figure it out,'" she said, although she did not want to release any names yet except for Dzanc Books.

000079

Smashwords, which recently signed deals with Baker&Taylor and 3M and is negotiating with other ebook platform providers, has about 45,000 authors and publishers. Coker surveyed 150 of them recently and 82 percent said they believe the library will help them sell more books. Twenty-four percent said they would give the book free to the library as a show of support, and 32 percent said they would sell to the library at a price below retail.

"The big New York publishers are treating libraries like second-class citizens, so I see this as a real exciting opportunity for indie authors to move in and serve the needs of libraries," Coker said.

In addition to allowing Califa to own the ebooks, Smashwords is collaborating with Califa to allow its patrons to self-publish. A patron will be able to use the Califa interface, being built with VuFind, to upload their manuscripts to Smashwords, which then will make the books available to its retail partners (such as Barnes & Noble, Kobo, Apple, Sony). But Smashwords will also notify Califa that a patron has uploaded a title and see if Califa wishes to purchase the title for its collection.

"It's great, the whole idea of having libraries becoming community publishing partners," Teysko said. "We always knew we wanted to have a self-publishing arm as part of this."

Coker was equally excited about this angle.

"This is a chance for local patrons to publish into the library, and authors who are hungry to promote books would love to see their books in the local library and share their knowledge with the local community," he said. "This is an opportunity to promote a culture not just of reading but of authorship."

Teysko said that Smashwords, for example, could inform Contra Costa of local authors, and the library could then invite the authors to come to the library to discuss their work or to offer tips on how to self-publish to members of the community.

Mary Minow, the found of Librarylaw.com, will serve as Califa's legal counsel for vetting purposes on the content.

The agreement with Contra Costa came about when Cathy Sanford, the deputy county librarian, and Teysko realized that they wanted to collaborate on the platform, and when Sanford told Teysko that Contra Costa was applying for a grant from the Bay Area Library and Information Network (BALIS) they decided to apply jointly.

"So we actually applied with Contra Costa for the BALIS grant and we got \$100,000 from them, which is going to go into development of the platform," Teysko said. Califa also had its grant from the state library augmented to \$200,000.

In addition, Jo Budler, the state librarian in Kansas, got interested and has agreed to provide \$25,000 in funding to help pay for infrastructure and content, and residents of Kansas will be able to borrow books from the platform.

"We talked with Kansas and other state agencies and Kansas was happy to be the first on board with it. They are going to have a seat on the advisory board we are forming," Teysko said.

Budler said she was very interested in pursuing the lending model being developed by Califa and Douglas County.

"I feel strongly that leaders in the library community have to start thinking on a larger scale — not just local, not just statewide, not even regionally, but rather nationally. By partnering with Califa on this project — actually starting a multi-state collaborative — we are taking a step in that direction," she said

UC Santa Cruz Opens Online Grateful Dead Archive

30-year history of the band covered in virtual exhibits

- July 1, 2012

Deadheads and music aficionados now have a new resource for all things Grateful Dead with Friday's launch of an online archive.

Former band members Bob Weir and Mickey Hart announced in 2008 that the band would donate its archives to the University of California at Santa Cruz, and university officials Friday announced the launch of the Grateful Dead Archive Online at www.gdao.org.

"This is a significant contribution to the Deadhead and Grateful Dead scholarly community," university librarian Ginny Steel said in a statement.

The website features thousands of images and materials, including a timeline marking milestones in the band's 30-year career. The band formed in 1965 and disbanded in 1995 after the death of band member Jerry Garcia in 1995.

Several members of the band live in Sonoma and Marin counties. Bassist Phil Lesh recently opened a club, [Terrapin Crossroads](#), in San Rafael.

The Grateful Dead Archive Online site features an interactive map highlighting venues where the band performed and a gallery of concert posters and photos by renowned rock photographers including Herb Greene, Stanley Mouse, Susana Millman and Wes Wilson, university officials said.

The archives also include videos, audio recordings and interviews with band members.

Fan art is featured on the website and archivists are encouraging the public to contribute their photographs and memories of the Grateful Dead to the collection.

Bay City News Service

More people sleeping amid public library shelves; other issues quieting down

By Joshua Sabatini | 08/14/12 10:21 AM
SF Examiner Staff Writer

Maybe it's just the reading material, but the number of people observed sleeping in San Francisco's Main Library increased by more than 80 percent in the past year.

MINE ROOMS/STAFF THE S.F. EXAMINER
Although library incidents are fewer than last year, sleeping incidents there nearly doubled

The library's main branch attracts not only bibliophiles, but famously also draws thieves, drug abusers and homeless people, all of whom are there for more than just a love of books.

According to new data, a total of 4,412 security incidents were reported last fiscal year — ranging from theft to patron suspensions. That was down from 4,798 in fiscal 2010-11. But sleeping incidents increased from 588 to 1,065, disturbances jumped by 214 incidents for a total of 776, and drug use more than doubled on the lower level but declined on the first floor.

Library spokeswoman Michelle Jeffers said some of the increases were from increased enforcement, like the 81 percent jump in reports of sleeping.

"The percentage increase here is more the result of stepped-up enforcement of our policy prohibiting sleeping in the library," Jeffers said.

In recent years, officials have tried to reduce nonbookish behavior. In 2007, user guidelines were specifically amended to prohibit nudity and drug use. Officials also crafted a stronger partnership with the Police Department and with the Public Health Department to bring in a caseworker to help people with mental health or housing issues. The library spends \$1.6 million annually on security and homeless outreach.

Some areas of enforcement have been successful. Thefts were down from 98 to 65, verbal incidents down from 170 to 94, and suspensions, which can range from a day to a year, decreased from 304 to 284.

Meanwhile, the caseworker helped 226 people, securing temporary housing for 25 and permanent housing for 18, and hiring six to act as library "health and safety associates."

Library officials say the efforts are helping to improve the experience for the facility's 2.3 million annual visitors.

"The numbers show some very positive trends such as the fact that assaults and thefts have both dropped significantly and that our incident totals are down by almost 400 incidents," Jeffers said. "We have enhanced our security presence this year, strengthening our partnership with the Police Department. We now have an SFPD officer stationed outside the Main Library full time, which serves as a strong deterrent to criminals."

Jeffers said these challenges are not unique to San Francisco. "Many urban libraries face similar issues in their environment that are often beyond their control."

She said library officials "work diligently and proactively to ensure the Library offers a safe and welcoming environment for this community."

City Librarian Luis Herrera will present the new security statistics on Thursday to the San Francisco Library Commission, which oversees operations.

jsabatini@sfexaminer.com

Library Incidents

	2010-11	2011-12
Total Security Incidents	4,798	4,412
Drug Use Lower Level	15	31
Sleeping Incidents	588	1,065
Theft	98	65
Verbal Incidents	170	94

Source: San Francisco Public Library

URL: <http://www.sfexaminer.com/local/2012/08/more-people-sleeping-amid-public-library-shelves-other-issues-quieting-down>

EXTRA ETHER: eBooks Gone in 5 Years?

Posted on [July 3, 2012](#) by [Porter Anderson](#)

The distinction between “the Internet” and “books” is arbitrary, and will disappear in 5 years. Start adjusting now.

In the words of John McEnroe, you cannot be serious. Haven't we all just staggered over to the ebook reality, gotten down with our digital selves, and tried to ease away from those visions of dustcovers dancing at our launch parties?

And now [Hugh McGuire](#) is here to tell us ebooks aren't going to make it, either? Well, yeah, in a way. Despite what may seem like odd timing. After all, we know that **eBook Revenues Topped Hardcover** in the first quarter, per the [Association of American Publishers](#), as [Jason Boog](#) at [GalleyCat](#) has dutifully reported.

It sounds like ebooks have taken over, stand well back, and anybody saying otherwise is just...talking TEDx-y. That's where McGuire said it. [TEDx Montreal](#).

There's a very big distinction that people make, that certain kinds of words and sentences go into books...and other kinds of words and sentences go into the Internet.

McGuire's idea of the distinction people make was borne out by a tweet from [Guardian](#) columnist and author [Damien Walter](#), who wrote:

Books are researched, written, edited, published, marketed...and hence paid for. The Internet is ego noise, hence free.

McGuire, of course, is someone we know.

He's the creator not only of the [PressBooks](#) production tool, which “makes it easy for authors and editorial teams to generate clean, well-formatted books in multiple outputs,” but also of several approaches to audiobooks. Something of a serial startup guy.

He co-edited with Brian O'Leary the seminal [Book: A Futurist's Manifesto](#), which has enough meaningful, thought-provoking essays in it to keep you muttering to yourself from the tiki bar back to the pool for the rest of the summer. Have a look if you haven't seen its [free online version](#).

But here's McGuire, going on at TEDx Montreal:

It's worth asking why it is that --- given that Project Gutenberg has been around since the earliest days of the Internet --- we haven't seen a large embrace of reading on screens until very recently.

Why is there a widely perceived assumption that more important work goes into books?

Why are only “ego noise” and other less worthy writings considered right for the Net?

McGuire points out that both Amazon’s Kindle and Apple’s iPhone arrived in 2007. He says he read War and Peace on his iPhone. (There could be a battery-life advertisement in that, I’m sure.)

Despite the burgeoning expansion of ebooks, however — and their emblematic status as the icon of the digital revolution — McGuire points out that ebooks are a lot more similar to web sites than they are to traditional books.

The catch?

Publishers are deathly afraid of the Internet. And they have very good reason to be, because the Internet is famous for gobbling up business models and spitting out total chaos.

The look and feel of ebooks hasn’t been too scary yet, he says. “because ebooks looked pretty similar to books, in terms of the structure of the business and what we can do with them.”

And this is where McGuire heads straight for your comfort zone:

It’s a problem because in order to get this similarity with the past, we’ve ended up constraining ebooks and making them look a lot more like print books and a lot less like the Internet.

Linking out, for example, McGuire says, and other fundamental forms of online interaction that we might expect on the web aren’t normally supported in ebooks:

You can’t link to a canonical version of an ebook. You can’t link to a specific chapter or a specific page. You usually can’t copy and paste. You can’t even leave a comment in a central place.

And, as we know, there are louder and louder comments to the effect that book apps aren’t making as much sense as we thought they would because they’re expensive, closed systems by comparison to HTML5.

McGuire:

So this poses a question to all of you as readers: Would you have more value if books were available in print and ebooks and a web version, or if you just had print and ebooks?

It's clear what McGuire's choice is. He offers a couple of strong examples of deeply interactive projects. One is the [YouVersion](#) interactive Bible site. Another is one he describes as an extensively structured online rendering of the 1912 journal of Robert Scott's expedition to the South Pole, "a beautiful web experience," each element of the journey tied to Google Maps.

What you won't get from this 13-minute talk is the answer.

And that's the reason to watch this video. That's the point we all need to get now: there is no answer.

It's human nature to think the publishing industry's upheaval is deadheading us into a stable, static, dependable solution to all the business' confusions and upheavals. Surely this will calm down eventually. Maybe not today, maybe not tomorrow, but soon and for the rest of your life. Right?

Wrong. For some time now, [Virginia Quarterly Review's Jane Friedman](#) has been trying to wean readers away from the standard idea of "The Book" as the inevitable goal. Here she is, in a piece from October, asking "What is your killer medium?":

The book is often assumed to be the most authoritative and important medium, but that's only because we've all been led to believe that (through a culture that has created The Myth about the author as authority). It's a Myth, neither good nor bad. Just a belief system that, increasingly, we're all moving away from.

The new norm may be no norm.

And for those already exhausted, already reeling from change and surprise and so much confusion and contradiction, the message is all the more important. Look for some peace with this. "Start adjusting now," as McGuire puts it. Because holding out for a final answer, Regis, might be the worst mistake you could make.

McGuire:

The important thing is that we don't know. We don't know because the Internet is this wide-open place where amazing things happen when we start to put data on it. We never really could have imagined what email did to mail, what Twitter did to conversation.

McGuire suggests we think about books "as great data sets that could be explored in new ways by people once they were opened up on the web." Because:

The future of what we do, once we start to put books into this connected-network world is totally open, and that's a very exciting thing for people who love books and who love the web.

Porter Anderson is a Fellow with the National Critics Institute. As a journalist, he has worked with three networks of CNN, The Village Voice, Dallas Times Herald, D Magazine, and other outlets. He contributes to Digital Book World's Expert Publishing Blog and to Writer Unboxed, and has been posted by the United Nations to Rome (P-5, laissez-passer) for the World Food Programme. He is based in Tampa.

Ads coming soon to Toronto Public Library date-due slips

Published on Monday July 16, 2012

Daniel Dale

Urban Affairs Reporter

Don't forget to bring back *No Logo* on time. And don't forget the Golden Arches.

The Toronto Public Library has issued a request for proposals in search of a company to sell advertisements on the back of date-due slips. A second request for proposals seeks a consultant to "evaluate all library channels and vehicles" for other advertising opportunities.

Both requests were approved by the library board in February. The library system has never before sold ads outside its publication *What's On*, though it allows companies to sponsor programs like the TD Summer Reading Club.

Its foray into non-sponsorship ads is part of a broader expansion of advertising on city property under Mayor Rob Ford, who believes the government should seek financial partnerships with corporations to lessen the burden on taxpayers.

Ford's opponents argue the city should resist corporate intrusions into the public domain.

The TTC's new advertising contract, awarded last July, allows Pattison Outdoor Advertising to sell naming rights to subway stations, though the TTC board will have the final say. In February, council asked the city's real estate department to increase the number of billboards on city property; a report on the issue is due in the fall.

Ford said on sports radio in August that the walls and floors of school gyms should be turned into ad space. The idea got no traction.

"There certainly hasn't been a flood, but there certainly has been a loosening of the city's approach to advertising," said Matthew Blackett, publisher of Spacing magazine and a public space advocate.

Commercial advertising in libraries is so "uncommon," according to a report from the city's chief librarian, that "examples of policies and practices are difficult to find." But Mississauga and Calgary both sell date-due slip ads.

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"It doesn't tend to get, shall we say, high notice, but it does put a message into hundreds of thousands of hands very inexpensively," said Mississauga library services director Don Mills.

It is not clear how much money Toronto could make by selling date-due slip ads. Mills said Mississauga originally used the ads simply to recover the cost of the slips. Councillor Janet Davis, a board member and Ford opponent who voted against the ads, said the revenue here would be "insignificant."

The board, composed of five councillors and eight members of the public, began to contemplate alternative revenue sources when it was asked by Ford to make \$17 million in cuts. Council eventually approved a cut of \$10 million.

The second request for proposals asks the winning consultant to study posters and brochure displays; ads on branch computers, the library's website and trucks; and other options to maximize revenue opportunities.

But the request cautions that the ads cannot "adversely or negatively impact the library's image" and that they should "maintain the welcoming and functioning elements of the library environment and the integrity of its spaces."

"While advertising to a certain extent is great, and I think it's needed, and it helps fund library services, I think we're all pretty like-minded in that we don't want Toronto Public Library branches being confused with Times Square in New York City. I don't think you're going to see advertising all over the place," said board chair Councillor Paul Ainslie, a Ford ally.

Ainslie said date-due slip ads, which will likely begin appearing by fall, do not "intrude on people's educational space." "It's not a fluorescent billboard flashing on and off while you're trying to read a book or study. You're getting it on the way out the door," he said.

The library's advertising policy prohibits ads promoting tobacco or alcohol products, religious beliefs, political positions and parties. It also forbids ads that could "detract from the library's public image or could place the library at the centre of a controversy or sensitive issue."

But Davis argued that the library is a learning "sanctuary" that should be kept free of ads of all types.

"It is the last protected place that is free from corporate messaging, and it should remain that way," she said.

Blackett said he does not find ads on date-due slips very troubling, though he thinks they are unnecessary.

"It's when advertising starts to creep onto the floors of libraries, or to the end-racks of library shelves, that it becomes offensive," he said.

« No place is safe from fracking, not even graveyards
Spray-on batteries could turn your coffee cup into an energy collecting device »

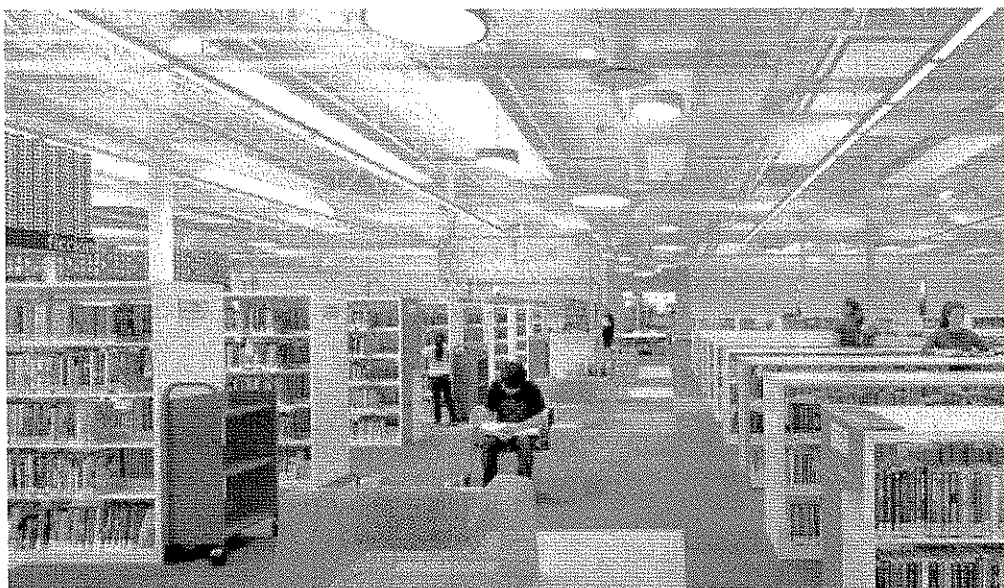


Comments

2 Jul 2012 11:06 AM

This abandoned Walmart has been reclaimed as a public library

By Jess Zimmerman



The McAllen Public Library in McAllen, Texas, is the size of 2.5 football fields — the largest single-story library in the United States. But in its former life, its size wasn't all that unusual. That's because the McAllen library used to be a Walmart.

000090



The company that redesigned the building, Meyer, Scherer & Rockcastle, Ltd., started by removing the old ceiling and existing interior walls. The cavernous space allowed plenty of room for an auditorium, computers lab, classrooms and meeting rooms, and adult and teen reading lounges — not to mention hundreds of thousands of books.



The best part: Library registration jumped 23 percent after the new building opened. Sure, some of those people probably wandered in looking for a gun and 200 diapers, and just took a while to figure out what was going on. But a lot of them just wanted to make use of a beautiful new public space.

Source

- Abandoned Wal-Mart Transformed Into a Functioning Library, PSFK

Jess Zimmerman is the editor of Grist List.

000091

IN OUR DIGITAL AGE, PUBLIC LIBRARIES ARE NOT ONLY THRIVING BUT SERVING NEW PURPOSES AND NEW POPULATIONS.

Knowledge was hard to come by in the 19th century, when Andrew Carnegie began funding libraries all over America. People didn't have much money, schooling was limited, and leisure for learning was scant. Today, of course, things are different. The average American is awash in information, more and more of it pouring from the bottomless cornucopia of the Internet, that life-changing simulacrum of the universal library scholars and science fiction writers fantasized about for so long. As almost everyone knows by now, it's vast, ubiquitous and always available. A section of (Colorado) library is seen through multicolored glass panels in the children's area. The building is the first "carbon neutral" library in the U.S. Yet in the first decade of the 21st century, as the Internet was reaching into almost every arena of American life, libraries were bustling. Library visits per capita rose by 24 percent. Circulation was up by about the same. Nor are physical libraries about to disappear any time soon, at least judging by the evidence literally on the ground. On the contrary, not only has the number of libraries grown, but since 1990 this country has witnessed a remarkable renaissance in library construction. Many communities have built modern new library facilities, some of them designed by the likes of Michael Graves, and Rem Koolhaas and Moshe Safdie. Other libraries, such as the White Tank Branch Library in Arizona have become leaders in using "green technology"; the Anythink Brighton Library in Colorado is the first carbon-positive library in the U.S. and is actually able to contribute energy to the local power grid.

Despite the Internet, it seems, libraries persist—and even thrive. Given the wealth of information and reading material at our fingertips at all times, it's fair to ask: why should that be? Why do people still want—and need—public libraries? There are many reasons, but the most important have to do with a couple of ideas that might sound archaic to modern ears, perhaps because in reality what they are is enduring.

The first is the notion of place, a thing the Internet was supposed to have obliterated. Yet a funny thing happened on the way to the digital future: place kept mattering. It turns out that people often need somewhere to go, especially people who aren't affluent enough to live in big houses. People with large families might need some peace and quiet, or a change of venue for study that is removed from the television and the refrigerator. People who live alone—and their ranks are increasing daily—might just want a little company while they read. An ideal place for all these folks should be safe, convenient and most of all public—a place where you don't have to buy anything yet can stay as long as you like. Libraries are the very definition of such locales, and our unending need for this place that isn't home, work or café accounts for a lot of their persistence. Library patrons themselves will tell you that. After she was laid off by Home Depot, Shamika Miller visited the public library in Tracy, California, almost every day during 2008 to look for work. As she told the *Wall Street Journal*, "There's something about the library that helps you think."

The second reason libraries persist is the notion of *improvement*, something that has been an article of faith among librarians and their civic backers for as long as there have been libraries in this country. We Americans were early proponents of universal education and individual initiative, and we long ago recognized the importance of giving people a chance to make their lives better by gaining knowledge and cultivating their minds—in other words, improving themselves both materially and intellectually. It's an idea redolent of Ben Franklin and Samuel Smiles, Horatio Alger and even Dale Carnegie.

We're supposed to know better, somehow, today. The idea of progress isn't so universal any more. But if you think self-improvement is dead, or is only the kind of thing people do at the gym nowadays, you need to visit a public library or two—particularly in a neighborhood full of new Americans. They need a place to go where they can pursue the mission of improvement, which after all is what made them come to this country to begin with.

I live part of every week in New York's borough of Queens, in the neighborhood of Flushing, and I defy anyone to visit the big public library there, a short walk from the end of the number 7 subway line, without coming away a little misty-eyed at the scene inside. Flushing has a vibrant Asian population, and if you visit almost anytime after school you'll find the place packed with Asian-American kids hitting the books. These young people have computers, cell phones—a full complement of technology. But they also have books. And they're not fooling around. This is a big, multi-story building, and when I last stopped in, on a Saturday afternoon, there was nary an empty seat in the house.

Librarians no longer do a lot of shushing, a young staff member at the information desk told me, and so the library offers a quiet room for those bent on intensive concentration. But as I walked among the tables in the rest of the facility, you could hardly tell the whole place wasn't a quiet room. There were kids everywhere, yet little noise. Everyone was immersed in study. And they had chosen to study in the library.

Public libraries were my introduction to the world of ideas, and to the possibility of life as a writer, so nothing could be more thrilling than seeing all these aspiring young scholars hard at work. What a useful corrective to the drumbeat of pessimism that besets us from the media.

Yet there is more to this library than eager students—a great deal more. There is a monthly support group—conducted in Mandarin—for families struggling to care for a loved one with Alzheimer's disease. There are courses in Microsoft Word for Spanish speakers. There are youth-oriented programs, such as a teen *Jeopardy* challenge (and judging from what I saw in the library, that competition will be tough). A weekend performance combining Congolese dance with tap and urban fusion was on the agenda in the auditorium. Other branches of the sprawling Queens Library system offer programs for just about everyone, from toddlers to job-seekers to retirees, in just about every conceivable language—including, of course, programs aimed at new Americans and, since this is New York, programs on the rights and obligations of tenants. Visiting the Flushing library helped me realize that libraries persist because the marketplace, with all its many splendors, provides no good alternative to these comforting institutions where you can sit and think without a penny in your pocket. Libraries also persist because the idea of improvement persists—and because libraries continue to meet the needs of their patrons, perhaps even better than they have in the past. Library layouts have been evolving in recent years to accommodate different groups of patrons—just as they did years ago, to accommodate children. Librarians also have more training nowadays, not just in using computers but in communicating with patrons. And they are using the tools of the digital revolution—the very ones that were supposed to make librarians obsolete—to do a better job for the public, for example by promoting community discussions online, offering help on the Web and using Twitter to keep patrons informed.

In New York City, in Chicago, in Los Angeles and so many other places that are magnets for immigrants, libraries provide reading material in a host of tongues, not to mention instruction in the English language and workshops on how to become a citizen. They still provide books, of course, but they also provide Internet access for those who lack a connection, a computer or even

a home. In smaller communities, they remain cherished civic and cultural spaces, anchoring sometimes tattered main streets and serving as a destination for children after school and the elderly after a lifetime of work. This idea of improvement—of helping people to make their lives better through knowledge, just as Andrew Carnegie sought to do through his vast international library-building program—is what ties together all the things libraries do today.

Library patrons participate in a seminar about downloading digital books to their mobile devices for free at the Reston, Virginia branch library.

And during hard times, libraries do a pretty wide range of things. Several public libraries, following the lead of San Francisco's Main Branch, have hired social workers, for instance, to help them deal with the homeless, many of whom depend on the nearest public library for everything from Internet access to daily ablutions. The Greensboro, N.C. public library started providing haircuts and blood pressure screenings to these needy visitors. In Gainesville, Fla., the Alachua County Library District has coped with declining in-person access to government services by forming the Library Partnership, a facility containing both a library and various community services. By this means the library has made itself into a gateway for local residents seeking health and legal services, rent and utility subsidies, counseling and tax help, not to mention book and clothing drives and weekend food for kids nourished by the food lunch program during the week. Like so many libraries, the one in Gainesville goes far beyond providing food for thought.

At the Columbus, Ohio Metropolitan Library, meanwhile, job centers have opened at all 21 branches to help patrons cope with the recession through resume instruction and the like. The library also brought in experts in employment, entrepreneurship and business development. In 2010 alone the program helped 44,000 people. Its web site offers links to job sites, and for younger patrons, there's homework help at every branch. At the Hilltop branch, which offers classes in English as a second language and "going beyond Google" in using the Internet, among other services, there was a special incentive for student performance: Sarah Wright, who runs the Hilltop homework center, set up the "A Meter" to track the number of top grades students got on assignments and tests. Library staffers agreed to do some outrageous stuff when the meter hit various benchmarks—including dressing up like Lady Gaga or taking pies in the face from kids, who've had to study in order to earn the right to throw them.

Always useful, public libraries are an invaluable haven in hard times. Predictably, they were thronged as a result of the Great Recession. Library visits hit 1.59 billion in 2009, an all-time record. Many patrons were drawn to free Internet access, often for job-hunting, and then discovered what a great deal the library is for all sorts of diversion and enlightenment. Some unemployed patrons reported going to the library daily as a kind of office. Cash-strapped libraries found that career-oriented books flew off the shelves and Internet-connected computers were oversubscribed—as were popular titles such as Stephenie Meyer's "Twilight" series. At the Randolph County Public Library in Asheboro, N.C., a near-stampede of new patrons driven to the library by hard times wore out the carpet. Recessions in 1987 and 2001 saw a similar upswing in library patronage. Despite cutbacks in funding—and the need to become career counselors and even consolers of jobless patrons, harried librarians coped.

The dedication of librarians all across this land is one reason that Carnegie Corporation, in conjunction with *The New York Times* and the American Library Association, bestows the "I Love My Librarian Award" to 10 librarians each year who are nominated and selected for service to their communities, schools and campuses.* Commenting on the 2011 winners, Carnegie Corporation President Vartan Gregorian said, "Libraries are the treasure house of civilization. Librarians are our guides to this treasure house. With their help, we can translate the

overwhelming flood of information generated by our hectic, complex world into true knowledge and understanding.”

The idea that public institutions can help us improve our lives has fallen into disrepute in some quarters. Critics of government programs point to unintended consequences and mounting deficits. The financial crisis of 2007-08 has taken its toll on cultural institutions across the board. Funding for public colleges and universities has plunged, newspapers have shrunk or in some cases vanished thanks to a radical reduction in advertising revenue, and despite strong public support for libraries, their budgets have been mauled. As state and local governments have tightened their belts, libraries have been forced to curtail hours and services during an economic downturn that left millions of Americans less able to afford books and more in need of job-training guidance and other employment-related help.

Just when Americans needed libraries most, in other words, services were slashed. *Library Journal*'s annual budget survey, published in January, painted a grim picture. “Most libraries have still not recovered from the massive cuts inflicted since the financial crisis of 2008,” the magazine reported, “and when this depressed starting point meets with the rapid evaporation of state aid and the inexorable rise of expenses, then the numbers often translate to stressed staffs, fewer materials, and reduced service hours.”

Big city libraries have been hit hardest. Libraries serving a population of one million or more reported that staffing was cut by a third in the preceding year—a brutal reduction. Staffing was cut by a fifth in communities of 500,000 to 999,999. San Jose has built four new branch libraries that it can't afford to open. Smaller library systems have fared less badly, but even there, harried librarians must juggle an ever-growing workload, with predictable effects on morale. Donna Howell, the director of the Mountain Regional Library System in Georgia, told the magazine, “Library use is up about 25 percent since 2009 with about the same number of staff—everyone is doing more and getting paid less.”

To compensate, libraries are working hard to become more efficient. But they're also looking for new sources of revenue, some of which sound as if they might change the free and egalitarian nature of these places. “It was from my own early experience,” wrote Andrew Carnegie in his autobiography, “that I decided there was no use to which money could be applied so productive of good to boys and girls who have good within them and ability and ambition to develop it, as the founding of a public library in a community which is willing to support it as a municipal institution.”

The whole point, in fact, was to give the have-nots a chance to improve their lot through learning. Yet to generate revenue, some libraries are offering patrons first dibs on new releases or flexible due dates—for a fee. In Hayward, California, the library offers patrons a menu of plans reminiscent of Netflix. For \$2.99 a month, library users get to check out three items at a time and keep them as long as they like, with no due dates. Pay \$8.99 per month and you get up to 10 items at a time on the same no-fines principle. If another patron wants to use an item checked out under the “Fines Free” program, the library says it will buy another. Other libraries are selling sponsorships to businesses to keep the doors open, or inviting for-profit test-prep companies to give classes. Some libraries go even further, outsourcing operations to a for-profit library company that markets its ability to run library operations for less.

These measures aren't necessarily so bad, and the motivation is understandable, given that library funding from public sources has been cut sharply. But these efforts could undermine the precious idea of a library as an egalitarian public institution where money doesn't matter and

buys no extra privileges. Public libraries are different from subscription libraries. They are publicly run, even if they're operated by a not-for-profit association, as many are, and they have a universal purpose, part of which is to promote democracy through access to knowledge. The public, correctly, perceives them as equal-access educational institutions. Library taxes enjoy overwhelming public support, too. And aside perhaps from firefighters, few public servants are more popular than librarians, who must now work harder than ever to cope with greater demand and diminished resources while trying to decide what kinds of compromises they should make to keep their cherished institutions afloat.

When libraries close, the formerly employed librarians suffer, of course, but so do the patrons. Thanks to budget cutting, moreover, libraries aren't open as much as they used to be. Overall, in 2008, libraries were open just shy of 60 hours a week on average. In 2011 they were down to just 49 hours. That hurts, because as much as anything else, libraries really are places to go—something especially evident in crowded immigrant neighborhoods such as Flushing. Yet with the digital revolution well under way, it's worth asking at this juncture whether America's roughly 16,700 bricks-and-mortar public libraries have a future. Books and other textual matter are fast abandoning ink and paper in favor of electronic storage, distribution and consumption. You may love the feel of a book in your hand, but the future of books is in all likelihood digital. And that raises questions about libraries. Will they merely serve as repositories and gatekeepers for human knowledge encoded in ones and zeroes? Will there be any need for the buildings we now think of when someone mentions "library?" Can they function if they cease to be primarily dispensers of books?

Since libraries serve an important role as our collective memory, it's only sensible that we turn to history for some answers. And what the record shows is that libraries have always struggled with the problem of purpose—and they were never intended to be mere dispensers of books. The publicly supported libraries that we know today trace their roots back to the middle of the 19th century, when they sprang up as extensions of the relatively new public primary schools. They were intended, in other words, as both educational and civic institutions, offering a way for grown-ups to educate themselves at a time when not many attended secondary school.

Almost from the outset, there was tension between the idealism of librarians, who saw their role as one of public uplift, and the desires of patrons, who wanted free access to popular fiction. Some librarians took comfort in the notion that such readers, sucked in by such light reading, would advance to more enlightening works, and no doubt some did. But librarians had little choice but to supply it, since accepting public support meant bowing, at least to some extent, to public tastes.

The spread of public support for libraries was a crucial development in which Andrew Carnegie played a major role. Beginning in 1886, Carnegie (and later, Carnegie Corporation of New York) spent \$56 million to create 1,681 public libraries in nearly as many U.S. communities, plus 828 more elsewhere in the world. In order to get Carnegie funding, communities had to agree to spend on annual maintenance 10 percent of the initial cost of the library. This meant a tax, one people were willing to pay, but one that invested them in the library whether they used it or not. Libraries became, more than ever before, truly public institutions.

This in turn broadened their purpose. For example, they began not just admitting children, but creating special departments for them. The public at large wanted entertainment as much as enlightenment, yet the democratization of the library also provided an opening for librarians to go well beyond handing out the latest literary love story. Reference departments, for example,

were created in the 1890s, putting trained librarians and library resources at the disposal of the citizenry.

Infused with missionary zeal, librarians in the early 20th century realized that libraries could be important cultural institutions, especially in towns and cities where culture was otherwise scarce. Carnegie libraries, for instance, were often the biggest and most important public buildings around, and many contained meeting rooms that made it easy for them to hold classes, lectures, concerts and exhibitions. Many libraries in out-of-the-way places became the center of social life as well as a crucial entry point for local residents to access culture and the arts—roles that persist to this day in small town libraries across America.

Inevitably, libraries tried adult education, spurred in part by a 1938 study (funded by Carnegie Corporation) called *The Public Library—a People's University*. These efforts were never very successful; for one thing, community colleges offered all kinds of adult learning opportunities, and for another, most library patrons weren't interested in signing up for classroom education. In the 1960s and 1970s, libraries conducted aggressive outreach programs to extend their services beyond their often middle-class clientele. Some libraries also struggled to reinvent themselves for the dawning computer age—as perhaps they are still doing.

Yet even with the Internet at their fingertips, Americans still need—and want—their public libraries, even if only as a place to access the Internet. Most of us, though, want and expect much more from our libraries, and that's reflected in every measure of public attitudes toward them. Consider that homes near libraries sell for higher prices. Two-thirds of American adults say they visit a library at least once annually. Last year voters approved a remarkable 87 percent of library operating ballot measures, suggesting that taxpayers overwhelmingly believe they are getting their money's worth from these venerable and much-loved institutions.

Sign at the reference desk of the Brookline, Massachusetts public library

So for now at least, the American people want their libraries. The question then is, what will be the role of the library in the digital tomorrow? Susan Hildreth, a former top librarian in Seattle and for the state of California who is now director of the federal Institute of Museum and Library Services, has thought about these issues and offers a sensible vision for what's ahead. "I see three big goals for libraries," she writes. "Provide engaging learning experiences, become community anchors, and provide access to content even as the devices for accessing that content change rapidly."

As we've seen, libraries are already working hard on providing engaged learning, and have been doing so for decades. As to their role as community anchors, well, that goes back more than a century. Which leaves us with the matter of access to the materials of culture. In the popular mind the best known mission of the public library, of course, is lending books, to say nothing of videos and other material—all the wonderful stuff reductively known nowadays as "content." And public libraries are well on the road to lending that content in digital form, which will surely be the main form in which it is consumed a decade or two from now. OverDrive, a leading distributor of eBooks for libraries, reported that in 2011 users checked out more than 35 million digital titles, while 17 million titles were put on hold.

Much remains unsettled in this brave new world; theoretically, after all, a single library owning a single digital copy of every book could lend them all simultaneously to every library patron anywhere in the world. Of course, this would be the end of books sales as we know them—and might well strangle off literary production, since writers would have no way to get paid for their work. Right now libraries usually are only permitted to lend an eBook to one user at a time, and some publishers place restrictions on how many times a given eBook can be loaned out. The

digital revolution is rattling the entire publishing ecosystem, wiping out bookstores and threatening publisher profit margins. How libraries will fit into the future of books remains unclear. But given public expectations and the important role libraries already play—accounting for something like 10 percent of print-book sales, for example—it’s a good bet they’ll be involved, whatever the future holds.

Libraries have real challenges ahead in balancing the needs of traditional readers against the many other cultural and civic functions that libraries can fulfill. But they also have advantages: as popular books in digital format have grown more affordable, and virtually the entire library of cinema is available for streaming at minimal cost, libraries can begin to free themselves from the role of providing entertainment already amply supplied by the marketplace—a role librarians have long been uneasy about.

Instead, librarians can focus on their unique capabilities as repositories, organizers and guides to knowledge. They can provide a focal point for their communities, as well as a necessary refuge. And they can carry forward the faith in improvement that has sustained them all along. By upholding their great tradition of public service, libraries will continue to win public support—and, it is hoped, public dollars. It’s a great bargain for society, and one likely to keep libraries in business long into the digital future. ■

Daniel Akst is an author, journalist and former trustee and treasurer of the one-room Tivoli Free Library, which anchors its tiny community in New York’s Hudson Valley. He’s written on the subject of libraries twice before for the Carnegie Reporter over the years, exploring the difficulty future generations may have in deciphering our digital texts and the shape library lending may someday take when most of it occurs electronically. He is the author of two novels and two nonfiction books found in many libraries, and his articles and reviews have appeared in the Los Angeles Times, New York Times, Wall Street Journal, Wilson Quarterly and many other publications. He is a columnist and editorial writer for Newsday.

* Carnegie Corporation does not have a specific program focused on supporting libraries in the U.S. However, in keeping with Andrew Carnegie’s belief in the importance of libraries in providing access to education for all citizens as well as in helping to strengthen American democracy, the foundation does, from time to time, fund specific library-related efforts such as the “I Love My Librarian” awards. Another example is a 2011 grant of \$5 million—given in recognition of the Corporation’s Centennial—to the three New York City public library systems: the New York Public Library, Queens Library and Brooklyn Public Library to help enhance the libraries’ ability to serve the public in general and the city’s 1.1 million public school children in particular. Previous support has included \$1 million to help some 800 small and rural libraries across the country to receive the fifty-volume Library of America great books series and \$4.5 million in memory of the 9/11 victims, to support the book collections at the New York Public Library and at the Brooklyn and Queens libraries. In addition, the Corporation also recently concluded a decade-long program of assisting in the development of public libraries in South Africa.

50 Shades of Red: Losing Our Shirts to Ebooks

By *Christopher Harris*

Created 07/30/2012 - 06:48

Submitted by [Christopher Harris](#) [1] on Mon, 07/30/2012 - 06:48

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James LaRue

This post was written by James LaRue, director of [Douglas County \(Colo.\) Libraries](#) [3] and member of the ALA Digital Content and Libraries Working Group. More of [LaRue's writing can be found on his website](#) [4].

For decades, public libraries have seen steady gains in use. We check out more books, get more visits both physical and virtual, and have more kids at storytime. At my own library, we've seen double-digit growth almost every year for over 20 years running.

Until last year. The drop wasn't big—about .7%. But from such little shifts come major seismic realignments.

In our attempt to make sense of this apparent dropoff, we looked at many statistics. The first one that made sense was this: We hadn't bought as many items. In fact, we'd bought about about 4% fewer. Buy fewer books, get less use. Clear enough. The fact that it hadn't been a 4% drop speaks to our sharp focus on purchasing things that do circulate, and building a lot of expertise in the display of our holdings.

But that drop in purchases wasn't a result of declining revenues, at least not last year. Our income is tied to property taxes, and they did fall in 2012 (a result of a general drop in assessed valuation following the collapse of the housing market). But last year, we'd spent at least as much money as the year before. It just didn't go as far.

Below, see a chart we worked up in July for the current bestseller *Fifty Shades of Grey* by E. L. James (ebook available from OverDrive):

FormatCopiesCircHoldsCirc/CopyWeeks WaitRetail PriceOur Price

Print 149 675 822 4.53 16.55 \$15.95 \$9.41

Ebook 20 117 362 5.85 54.30 \$9.99 \$47.85

Totals 169 792 1184

Total cost to date: \$3742.09, or \$4,198.77 including audio CD and Playaway versions. For one title.

You see what's going on here: a proliferation of formats combined with a spiking of costs. Together, they greatly impede our ability to meet public demand for a particular work; they erode the purchasing power of the public library.

And for those publishers reading this: "waiting time" equals "friction." Okay? Your local library can't instantly satisfy local demand, much less global demand, despite all the money we spend with you.

I've argued elsewhere that there are three factors that directly influence our ability to fulfill the library mission. Two of them are ownership (the ability to have physical possession of a file, the better to preserve and manage it), and integration (the ability to provide some polish and convenience to the user experience).

But the third factor is equally basic: cost. Right now, publishers and distributors (in this case, Random House and OverDrive) have driven up the price of an ebook so far that it really doesn't make sense for libraries to buy it. People who read ebooks don't stop reading on paper; if anything, they seem to read more in all formats. People who listen to audiobooks, however, don't seem to shift platforms as easily. But clearly, the cost for these formats is as bad or worse than ebooks.

I should also say that a random comparison of prices between OverDrive and 3M revealed 3M as about 16%—17% more expensive than OverDrive, on average. I'm not just targeting one publisher or distributor here.

Considering the difference between the cost of paper and digital formats, I really did consider buying paper only. For now, that's just prudent: I can reduce the waiting list faster by purchasing multiple copies at discount.

But you know what's coming next: the book that is published e-only, or that comes out as an ebook first, and on paper two months later. This is an attempt—successful, so far—to lock us out of the market by outright denial on the one hand, or through ballooning costs on the other.

So besides complaining about it, what can libraries do? First, I think we need to keep putting these cost comparisons out there, not only for librarians, but for the public.

Second, I think we have to learn how to manage our own e-content. Cutting out the middle man may be essential to our economic survival. These prices will accelerate that quest.

Third, I think we should work even harder to reward with our attention those publishers and distributors who offer more favorable terms. And I'm not just talking "buying it again at 26 checkouts doesn't seem so bad now!" "Less bad" isn't "good." Let's spend our money where we can make it count, and where we can demonstrate that there is in fact an economic value for libraries. When a consumer can buy something for \$9.99, and we pay \$47.85, that's a tough case to make.

E-Content

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SUSAN MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

July 18, 2012

TO: Each Member of the Library Financing Authority

4th QUARTER LIBRARY SALES TAX REVENUE UPDATE

The purpose of this letter is to provide an update on the Library Sales Tax final actual receipts for the 4th quarter of the Library Financing Authority's 2011-12 fiscal year. Total actual receipts for the 4th quarter were \$1,878,232 which is \$104,097 better than the 4th quarter estimate provided to the Authority in June.

As approved by your Board on June 11, 2012, the Auditor-Controller will make all necessary adjustments to facilitate 2011-12 year end closing and distribute revenue received in excess of the adopted budget in accordance with the population percentages.

In September we will provide you with an update on the 1st quarter sales tax receipts for 2012-13 and the property tax estimate for 2012-13. If you have any questions, please give me a call at 454-2100.

Very truly yours,

Carol D. Kelly
Assistant County Administrative Officer

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

Friends Support
FY2011/2012

Digital Signs for all the branches

Support for Summer Reading Program (all performers, printing of materials)

Support for food for Festival of the Booknd

YA supplies and refreshments

Support for programming for adults and youthg (Community Poetry Circle,
Libraries Inside Out, musical performances, computer club storytime supplies)

Furniture for B40 teen area

Trust funds:

- Fleming- large print books and audio
- Sulzner- Interest only for mysteries- any format
- Kane- Interest only for books and media
- Utter- For Branciforte for men's issues and women's arts and crafts

Tales to Tails support

Volunteer Coordination until January 2012

Munching with Mozart Program

The Big Read grant and additional funding for month long program

Chapters:

Boulder Creek and Felton: Additional Programming

Scotts Valley: started patio project, plant maintenance, art displays

FY12/13

\$15,000 toward IT Strategic Plan

REPORTED INCIDENTS July 5-Sept 3, 2012

Date	APT	BC	B40	CAP	DTN	FTN	GP	HQ	LSB	LO	SV	Time	General Brief Description	Police Called
07/05/12					1							5:20pm	Patron causing disturbance	no
07/05/12					1							11:30am	Patron going through recycle phone receptical	no
07/05/12					1							PM	Patron upset because she had to wait for her turn at reference	no
07/06/12					1							1:55pm	Young man in wheelchair needed medical assistance	no
07/11/12					1							3:30pm	Patron asked to stop soliciting for money in library	no
07/12/12							1					9am	Person sleeping in walkway adjacent to HQ building. Person was resistant to request to move on	yes
07/13/12					1							11am	Patron started yelling and threatened 2 other patrons. Aggressor was asked to leave	no
07/13/12					1							11:15am	Disabled Patron needing assistant in the bathroom	no
07/13/12					1							11:00 AM	Patron causing disturbance	no
07/14/12		1										"Night"	Homeless set up camp @ BC	yes
07/15/12					1							4:30pm	Patron's personal items stolen	yes
07/16/12							1					3:40pm	Patron found bloodied hypodermic needle in public restroom.	no
07/17/12					1							2pm	Patron's bike stolen	yes
07/18/12									1			11:30am	Graffiti in men's bathroom	no
07/19/12					1							1:55pm	Patron viewing pornography	no
07/25/12					1							1:30pm	Patron refused to move bike	no
07/30/12								1				7:40 AM	Male with debris at side of bldg.	yes
07/31/12		1										11:30am	Patron viewing pornography	
07/31/12		1										4:00pm	Gas smell reported	no
08/01/12							1					12:45pm	2 prescription bottles were found on front porch	no

REPORTED INCIDENTS July 5-Sept 3, 2012

Date	APT	BC	B40	CAP	DTN	FTN	GP	HQ	LSB	LO	SV	Time	General Brief Description	Police Called
08/04/12					1							10:55am	Patron fell while leaving library.	no
08/08/12					1							6:10pm	Abandon black suitcase	yes
08/08/12					1							Multiple Times	Patron couple abusive toward staff	no
08/09/12					1							10:05 AM	Patron frustrated, threatening and exceedingly belligerent about computer use	no
08/09/12					1							11:15 AM	patrons arguing over computer waitlist	no
08/13/12					1							11:45am	Patron left bike unattended inside the library.	no
08/15/12					1							12:30pm	Patron claiming that he is being harrassed by staff	no
08/15/12					1							2:15pm	Patron with bad hygiene	no
08/15/12					1							4:45p,	Erratic behavior believed to be on drugs	no
08/20/12					1							2:00pm	2 patrons - shouting, one accused the other of inappropriately touching him	no
08/22/12					1							11:00 AM	Patron couple abusive toward staff	no
08/25/12					1							2:15pm	Intoxicated patron	no
08/30/12					1							7:30am	Patron banging on door before hours and attempting to light a fire	no
09/01/12					1							12:30pm	Razor Blade found inside book "Vicar's of Christ - The dark side of Papacy"	no
09/02/12					1							4:30pm	Patron with bad hygiene	no

Felton Library Status Report

25 July 2012 rev: 2 Aug 2012, 13 Aug 12, 31 Aug 12

	Issue	Action required	Primary responsibility	Notes
1	Verutti access across library site until Kirby Street access developed	Draft agreement, easement description	County counsel	
2	Help Veruttis remove squatter on public land extension of Kirby Street	?	County counsel ?	Squatter is not there on 8/13/12
3	Septic disposal off site on public land	DPW OK; EHS OK language for GP and ordinance revisions	EHS	John Ricker will start after 8/14/12
4	Composting toilets	OK if allowed by future ordinance changes	EHS	
5	Use and maintenance easement to benefit of library on south side of Bull Creek	Easement description	County counsel	
6	Access agreement from Veruttis to allow library studies etc. on land	Done	Teresa	
7	Boundary adjustment with SLV water district to allow Veruttis access to Kirby Street	Work out process with SLV Water	Nancy Gerdt	Director of SLVWD Jim Mueller will present to his board as a ROW on Sept. 6
8	Well needs future access and development agreement/easement	Easement description	County counsel	
9	The land gift is to be a restricted to use as a library and related incidental uses	Legal language	County counsel	
10	The library needs to start construction within 10 years of the gifting	Legal language	County counsel	
11	Civil engineering for lot split	Meeting to set line	Teall	
12	Archaeology report	Done	Teall	Negative result. No issues
13	Phase I environmental	Generate report	Teall	Completed. No significant

				environmental liability
Issue	Action required	Primary responsibility	Notes	Issue
14	Biotic report and restoration plan	Generate report, plan	Teall	Contract is in place
15	Traffic study	Get proposal by Sept 5 and submit to LJPB board	Teall	Proposal from provider. Waiting for LJPB board approval
16	100 year flood plan update	Update letter	Teall	Contract in place
17	Geotechnical report update	Update letter	Teall	P.O. in place
18	Project description, narratives for application	Generate	Teall w/ planning	Rough draft