

LIBRARY JOINT POWERS AUTHORITY BOARD

Monday June 3, 2013
Scotts Valley Branch Fireside Room
251 Kings Valley Drive, Scotts Valley, CA 95066

6:15 PM Closed Session- Labor Negotiations (Government Code §69967.6)

Teresa Landers, Library Director
Tina Shull, Assistant City Manager

6:45PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA OF JUNE 3, 2013
3. ORAL COMMUNICATIONS
4. PRESENTATION: Local History Roadshow: Janis O'Driscoll
5. STAFF RECOGNITION
6. MEMBER REPORTS
7. CONSENT AGENDA
 - A. Approve Minutes of May 6, 2013
8. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT
9. STAFF REPORTS
 - INFORMATION ITEMS*
 - A. Monthly Narrative Report: May 2013 (PG.10-18)
 - B. Statistical Reports (PG.19-23)
 - C. April Financial Snapshot (PG.24)

ACTION ITEMS

- D. Accept Information Technology Plan (PG.25-71)
- E. Resolutions to Adopt Reserve and Surplus Policies (PG.72-77)
- F. Resolution to Adopt FY13/14 Budget (PG.78-85)

10. OTHER BUSINESS

- A. Update from FMP Steering Committee

11. WRITTEN COMMUNICATIONS

- A. Patron Written Comments (PG.86-89)
- B. Security Incidents Log (PG.90-91)
- C. Website Hits (PG.92)
- D. Articles about Santa Cruz and California Libraries (PG.93-94)
- E. Articles on Libraries Nation Wide (pg.95-99)
- F. PowerPoint presentation from Financial Retreat (PG.100-115)
- G. Library Sales Tax and Property Tax Revenue (PG.116)
- H. Upcoming Programs (PG.117-118)

12. BOARD MEETING CALENDAR

- A. The Board will consider its current meeting schedule and may revise it as necessary.
- B. Move November 4 meeting to November 7

13. NEXT MEETING

The next regularly scheduled meeting is Monday, July 1, 2013 at 6:30 pm at the Downtown Branch Library.

14. ADJOURN

The Library Joint Powers Authority Board will adjourn from the Regular Meeting of June 3, 2013 to the Regular Meeting of July 1, 2013 at 6:30pm in the Downtown Branch Library Meeting Room.

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.

STAFF REPORT

DATE: May 29, 2013
TO: Library Joint Powers Board
FROM: SCPL Recognition Committee
CC: FSCPL
RE: Staff Recognition Monthly Report

SUMMARY

The Library has instituted a way to recognize staff formally and on an on-going basis. The committee will be recognizing these individuals monthly in a report to the LJPB.

Mission

Staff are our most valuable resource and as such, are deserving of ongoing recognition to feel connected and to keep morale high. The Staff Recognition Committee is charged with developing ways to accomplish this purpose.

NOMINATIONS

David Sidle

His great reference work in identifying birds and other wildlife for a local photographer. The photographer is making his photos available to us, and needed help with identification. David really came through (Nominated by D. Cowen)!

Paula Jansen

Having worked in the past with Paula at Aptos for many years I know that she is a superb employee. Great with the public and her co-workers. She also works very hard and tries her best to please our patrons in both Circulation and reference questions. I hear only good things about her in her job at Scotts Valley. She hardly ever misses a day of work and her humor and friendliness are much appreciated. I am sure staff at SCV feel the same (Nominated by M. Zulim).

Heather Norquist

For the wonderful job she does selecting materials for children. I really appreciate the range of materials she is selecting and the great new titles. But the public appreciates all the great books we have too. At a meeting of the Cabrillo ECE Advisory Committee, one of the members congratulated the library on all the great children's books we have now. So I am passing on that congratulations as well (Nominated by J. O'Grady).

000003

Benjamin Nokes

Ben was extremely helpful and welcoming when I was working on-call at Garfield Park on Friday 5/3/13. I had only worked there once before in modern history, and was grateful for his support (Nominated by R. Lee).

Leslie Auerbach

Congratulations to Leslie for immediately recognizing the connection between ukuleles, the international space station, and SCPL and acting on it! This is one more example of her advocacy of information services to our community, the country, the world, the galaxy (Nominated by J. O'Driscoll)!

Sheila Fraser and Gabe Reyes

While I was gone on vacation, Sheila and Gabe did an exceptional job covering for me in addition to fulfilling their own job duties. The reception job at Headquarters is very much a team effort and when one person is gone, the others have to pick up a lot of extra work. I am very grateful (Nominated by H. Smith).

Laura Vanderslice, Patty Carroll and Catherine Madsen

Wendy, a Live Oak patron wishes to recognize these three staff members for being wonderful people and the cream of the crop. She brings her grandchildren to story time at Live Oak and the whole family looks forward to being there because of the staff. Wendy wished to give gift cards to the staff for their birthdays, and when she found out the city policy of staff not accepting monetary gifts she was very disappointed, so I offered to nominate them for staff recognition, which I am happy to do (Nominated by G. Farthing).

Barbara Pasternak

For her brilliant aesthetic eye, that allows her to assess a space and find ways to enhance it, make it more user friendly and utilize the furnishings at hand to do so! She helps make the Capitola branch, which is so space challenged, a fresh and inviting space for our public! I never fail to be impressed by her workable suggestions and they are always an improvement (Nominated by J. Jel'endra)!

Maile McGrew-Frede

When the ebooks class team arrived at Aptos on May 13, 37 people were waiting for them. With David Addison's support, Maile jumped in with no preparation worked with the team to help the participants with their devices. She helped enthusiastically and with skill and Leslie, Victor, Jenn, and Sarah were very grateful for the support (Nominated by J. O'Driscoll).

Jessie Bunker-Maxwell

Jessie has been a tremendous help in both developing and maintaining our daily workflow in CMS; we couldn't do it without her. And she never hesitates to go over and above in making things happen (Nominated by C. Campbell).

Daniel Ruiz

Daniel is helping Mariah Roberts install the Libraries Inside Out art at the branches and it doesn't matter how crazy the idea is, he just smiles and figures out a way to do it. Mariah and I really appreciate his skill and his willingness to make this series of installations work. Thank you, Daniel (Nominated by J. O'Driscoll)!

Margery Keppel

On more than one occasion--most notably, Saturday, May 18, Margery has saved the day by taking a reference shift that otherwise would have gone unfilled. On May 18, she actually agreed to come in for a shift that she'd turned down because of fatigue. With the Friends' book sale, the Pop-Up altered books event, & the Greek faire all going strong, trying to run reference with 2 people would have been a nightmare. We deeply appreciated Margery's presence that afternoon--& on many other occasions (Nominated by L. Auerbach).

Fred Ulrich and Janie Tibbals

I would like to take this opportunity to commend two of your excellent staff at the main branch of the Santa Cruz Library. On May 24, both these professionals displayed excellence in their work as reference librarians. they helped me immensely in a typing project that needed to be completed in a timely fashion, to assist another long time CA resident who is stuck in a legal dilemma. Their courtesy, patience and professional competence in assisting me with the completion of this typing effort was very much appreciated by me. In fact, I have always received the kindest gestures from all your library staff, in all my years of utilizing your library's services, dating back to 2006 (Nominated by T. Landers via Library Patron).

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

Downtown Branch Meeting Room
224 Church Street, Santa Cruz, CA 95060

May 6, 2013

6:30 PM PUBLIC MEETING

I. ROLL CALL

Present: Supervisor Zach Friend, Supervisor Bruce McPherson, Councilmember Cynthia Mathews, Councilmember David Terrazas, Councilmember Jim Reed, Councilmember Michael Termini, Citizen Member Dick English, Citizen Member Martha Dexter, Citizen Member Nancy Gerdt

Staff: Teresa Landers, Library Director
Marcus Pimentel, Finance Director

II. APPROVAL OF MEETING AGENDA OF MAY 6, 2013

Supervisor McPherson moved, seconded by Councilmember Mathews

That the Board approve the Agenda of May 6, 2013

UNAN

III. ORAL COMMUNICATIONS

Janis O'Driscoll presented a video message recorded in outer space by international space station astronaut Tom Marshburn. He was given a SCPL library card with Branch location "Outer Space".

Supervisor McPherson introduced Nicole Coburn, Senior Administrative Analyst at the County Administrative office.

000006

IV. PRESENTATION: SCPL MOBILE APPLICATION

Diane Cowen, Virtual Services Coordinator, presented the library's new mobile app, SCPL On the Go. The app features a trademarked smart search feature optimized for mobile searching which offers quick results, as well as the types of account management features one would expect. The app also offers integrated access to eBooks, eAudiobooks, eMagazines, journal articles, and more. Special features include mobile checkout and ISBN lookup to quickly see if the library has a title. The SCPL app is available on iOS, Android, Blackberry, Palm, Windows, and other devices.

V. MEMBER REPORTS

Citizen Member English noted that the Finance Subcommittee is planning to develop a charter, in order to have guidelines that establish the Subcommittee's responsibilities and duties.

VI. CONSENT AGENDA

Councilmember Termini moved, seconded by Citizen Member English

That the Board approve the Consent Agenda of May 6, 2013

UNAN

A. Approve Minutes of April 1, 2013

B. Approve Revised Volunteer Policy

Councilmember Termini moved, seconded by Citizen Member English

That the Board approve the Revised Volunteer Policy entitled "Use of Volunteers to Enrich Libraries". LJPB Policy 106

UNAN

VII. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

Glenda Hastings, member of the Scotts Valley Friends Board, gave an update on the Friends' activities which included:

- Officially launched its Business Sponsorship Program which already includes three sponsors: Kennolyn Camps, Digital Dynamics, Inc., and Morgan Stanley's Scotts Valley office.
- Funded a variety of library programming, including the Community Poetry Circle and Computer Dave's Classes
- Hosted a Volunteer Appreciation brunch at the Downtown Library
- May 11th: FSCPL Retreat
- May 14th: Providing refreshments for the Higher Mysteries event at the Downtown Library
- May 18th: Hosting the Spring Book Sale, an outdoor event at the Downtown Library
- FSCPL is asking for special donations of gently used Children's books for the July 28th Children's Book Sale at Harvey West Park.
- The Friends Bookstore will be accepting \$10 worth of Summer Reading Dollars per child.

VIII. STAFF REPORTS

- A. Monthly Narrative Report: April 2013.
Director Landers invited questions to the Narrative Report and explained that the back staff area in the Youth Services area of the Downtown Branch Library is being re-arranged to make it more usable.
- B. Statistical Reports
Director Landers reported that circulation numbers are still not available due to technical difficulties with Evergreen. As soon as Jessie Bunker-Maxwell's time is freed up next month she will be looking into this problem.
- C. March Financial Snapshot
Finance Director Marcus Pimentel gave a detailed overview and explanation of the Snapshot report. Finance Director Pimentel reported that March finished positive. Revenues are better than expected and sales tax continues to be strong. Payroll expenditures are under budget due to vacancies. However, expenditures for approx. 150 computers are coming soon. The Library is in a strong cash position with almost 20% cash far exceeding reserve levels. Projections show a strong year. The Board reviewed the report.
- D. Provide Final Direction for FY 13/14 Budget
Director Landers expressed that the proposed budget for the FY 13/14 is a very balanced approach which addresses all areas of staffing, facilities, collections

and technology. The book budget is higher (taken to 9%) which is a very positive step.

The Board discussed several points detailed in the Director's Staff Report: the addition of two 20 hours per week LA II's for Aptos and Scotts Valley each; the Lucky Day Collection, which increases the number of bestseller items and is a great way to attract people to the Library; interest savings of the pay-off of the City loan and pre-payment of PERS for a 3% discount. The Board summarized that the proposed budget is a "great budget" and thanked Director Landers for all the great work she has done.

IX. OTHER BUSINESS

None

X. WRITTEN COMMUNICATIONS

- A. Staff Recognition
- B. Patron Written Comments
- C. Security Incidents Log
- D. Website Hits
- E. Articles About Santa Cruz and California Libraries
- F. Articles on Libraries Nationwide
- G. Overview of 3rd Quarter Virtual Services Report

XI. BOARD MEETING CALENDAR

No changes

XII. NEXT MEETING

The LJPB will adjourn from the Regular Meeting of Monday, May 6, 2013 to the Special Meeting on Saturday, May 18, 2013 at 9:00 am in the Scotts Valley Library Meeting Room for a Study Session: Financial Retreat and then the next regularly scheduled meeting on Monday, June 3, 2013 at 6:30 pm at the Scotts Valley Branch Library Meeting Room.

XIII. ADJOURN

The regular meeting adjourned at 7:25 p.m.

Respectfully submitted,

Helga Smith, Clerk of the Board

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

MONTHLY REPORT FOR MAY 2013

1. READING, LISTENING AND VIEWING FOR PLEASURE

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

At a recent Raising a Reader visit at a local preschool, the subject of getting messy came up. Librarian Jeanne (O'Grady) said she still liked to stomp in a mud puddle and one child's response was that she should be careful because she might get her pretty necklace dirty. This discussion was followed by much stomping in pretend mud puddles.

This is the season for Raising a Reader graduation, and the program librarians are fully booked. Kids Kottage graduated yet another year of eager young readers! They used to be on our regular circuit of child-care facilities, so it was lovely to visit them again and do a special storytime for the children. Program librarians presented storytimes at the school for the M-W class and the T-Th class. Then the classes (along with many parents) came to the Downtown branch for stories, a craft and their brand new library cards.

Tania Berlinski, aide extraordinaire—studying to be a librarian—put together a list of picture books at Branciforte that are rhyming. She sent it to the Reference people so they could expand it to include the whole library system. Yeah Tania!

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.

April showers brought May flowers to the Capitola branch in the form of two displays (adult and children) featuring gardening. Cicero said that “if you have a garden and a library, you have everything you need”, so our patrons should feel quite content, even if they are only armchair gardeners, as the branch has a beautiful selection of garden books for all ages. Kari Gunn also led a well attended story hour at Capitola featuring gardening, in which many pre-schoolers created beautiful bouquet cards for mother's day.

Chantel Van Pelt put up an adult book display at Branciforte called: “Take a Genius on a Blind Date”. She covered up books by or about various genius-type people with plain brown paper, leaving only the barcode showing. She then added quotes from the people to give our patrons clues to who the book might be about. So far there has been an excellent response! It's caused many incredible interactions between the staff and patrons. This response was received by Chantal,

I just spoke to one of our regular patrons who loved the display and had checked out two books from it. One written by Einstein on time travel that went a little over her head, and the other Helen Keller's autobiography. She found Keller's biography so touching that we put in a request for the movie The Miracle Worker. This patron also remarked on how great it was that the display encouraged her to read something outside her usual comfort zone.

000010

Branciforte also had a Mother's Day display as well as a Summer Reading display in the kids' area. We had a May 4th display of Star Wars books: "May the 4th be with You" that included coloring pictures and crayons of various Star Wars characters. And of course we had a Cinco de Mayo display.

Thanks to Jennifer Hooker (Library Aide), Live Oak had a book display titled "May the Fourth Be With You" beginning on May 4th to celebrate Star Wars Day. May 4th is considered a holiday by Star Wars fans to celebrate Star Wars culture, books and honor the films.

Whitney James-Heskett, Boulder Creek Aide, created a display of Staff Picks. She compiled a list of favorite books from BC staff then pulled those titles that were at the branch to display. She also created a label for the books so patrons will be able to find these books on our shelves.

Once again, Shakespeare to Go performed in the Boulder Creek Amphitheater, as they have for many years. Shakespeare to Go is collaboration between Shakespeare Santa Cruz and UCSC. This year's play was Henry V with a baseball theme. 35 people attended and thoroughly enjoyed the show!

Garfield Park had a display celebrating good times with family and friends. There were a variety of cookbooks, grilling books and books with different party games. There was also a summer reading display put together by a patron featuring books that represent the summer reading theme, Reading is Delicious. The display also contained items that highlighted Garfield Park's garden project.

Summer Reading is poised to begin. To this end the following materials have been distributed in anticipation of opening day- June 7:

- **Summer reading calendars** have been delivered to all branches
- **Summer reading log books and dollars** are going out this week
- **Free Lunch/Free Book** coupons will be given to everyone who earns at least one summer reading dollar this summer. The free lunch is at the Festival of the Book and the free book is offered by the Friends.

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

The Capitola branch rearranged some of the existing furniture to move all the newspapers closer to the periodicals (they had been previously displayed in different parts of the building) and to create a more inviting and easily accessible sitting area for patrons who wished to sit ..

Garfield Park added an extra shelf to the books on disc shelving to accommodate the growing collection. The items are now easier to access and peruse.

2. LIFELONG LEARNING

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

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

Thursday, May 16, was both feast and famine for the program team. Feast at the Downtown Preschool storytime when the preschool group arrived 30 minutes early for the storytime and doubled its size. They were expected, just not that early. Famine at 3 other programs – no one came to the Felton storytime, no one came to the special Children's Book Week storytime at Inklings, and staff waited almost half an hour at the jail before being told that they were sorry but the jail just didn't have enough staff for us to be allowed in to do the monthly program.

Two weeks after we planted seeds at storytime, a mother reported to Jeanne O'Grady at the Live Oak storytime that her son's peas were at least a foot high and ready to transplant. What a successful activity that will last through the summer.

The young people at Scotts Valley branch got creative for Mother's Day. 35 enthusiastic teens made pop-up and window cards decorated with hearts, flowers and butterflies on their early out Wednesday. There is always a good crowd in the library, and about half the children participated.

Boulder Creek after-school crafts has a small but loyal following. There is a different craft every week, but now that the children know what is in the craft closet they are eager to expand on the projects. Their imagination has produced some fantastic creations. Top favorites are felt and pom-poms.

Tales to Tails continues to grow; Boulder Creek now offers the program on Saturdays with alternating teams. Little Yoli provides energy and enthusiasm while more sedate Dave provides a comforting and gentle presence. Following the Library's presence at the C-Dog Spring Festival we may soon be expanding to two new locations. Whitney James-Heskett, Boulder Creek Aide, found a lot of dog books (both picture books and readers) on the shelves at Boulder Creek and labeled them with a paw print so children participating in the Tales to Tails program can easily find a good story to read to Yoli or Dave. May brought a bunny to the Tales to Tails program at La Selva Beach! The bunny's name is Araishii. She is a Rex Bunny with the softest fur you could ever imagine!

The neighborhood garden at Garfield Park is underway. Laura Whaley brought in two ready made, above ground garden boxes and will be bringing in one more while the Library's Maintenance team brought in thirty bags of garden soil. Soon the window boxes will be bright with flowers and the neighborhood children will be learning how to grow vegetables & herbs. Courtesy of a neighbor, seven

tomato plants will soon be growing around the fence line. Patrons have been very excited to see the progress of the garden and to help out when the plants are big enough to require some extra care. Matt Kiernan has been assisting with the watering. Library Aide Benjamin Nokes will also assist with the watering. Laura Whaley and the maintenance staff have done an excellent job in bringing this project to fruition.

Garfield Park's story time and craft time have been well attended this month. Parents are very thankful to have these programs and really enjoy them. Garfield Park's homework help has also been very successful with a loyal group of children who attended every week. At the last session, the parents brought in balloons and thank you cards and the tutor brought in cookies and they had a little party, after doing their homework, of course.

We were pleased to host the annual Noel King lecture on May 14. This year's theme was Higher Mysteries: Faith and Theology in Crime Fiction. 115 people squeezed into the meeting room of the Downtown Branch to hear Laurie R. King, Zoe Ferraris, Sharan Newman, and Julia Spencer-Fleming give their perspectives. The Friends provided refreshments and books were sold by Bookshop Santa Cruz. Our Americorps volunteers filmed the presentation. It was an honor to be asked by Laurie King and her daughter to offer this opportunity to the community.

Spanish Storytime has continued to draw an enthusiastic gathering of both native and non-native Spanish speaking families at the Live Oak Branch. Thanks to the SCPL Programming Team and volunteers we have been able to keep this popular program going.

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.

SCPL has a new app developed with third-party vendor, Boopsie. The app allows full use of the catalog and account services. It provides the location of branches, allows mobile checkouts, gives access to downloadables, and links to information about library events. Bookmarks with QR code link to the app have been made and already reprinted once. Janis and Diane always have them when out in the community and people pay attention immediately and want to explore the app. In addition to a presentation at the May board meeting, Diane Cowen was interviewed at KSCO on Saturday, May 18 from 5-6pm and did a great job explaining the advantages of SCPL to Go.

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.

On May 1st, La Selva Beach Library's very own Lucia Corrales led a Latin Dance class for the children of the La Selva Beach After School Program. The dance

instructions were part of the Program's Cinco de Mayo celebration. Within a half hour, the kids were dancing salsa, doing the Macarena, and line dancing. My favorite part was watching them shimmy their shoulders with big smiles on their faces! Thank you Lucy for helping us offer a fun event to the After School Program!

On May 20, the Scotts Valley branch hosted a support group meeting for parents and caregivers of children, teens and young adults who have Asperger Syndrome and those with similar challenges. The meeting was organized with the support of SPIN (Special Parents Information Network) and the Scotts Valley Chapter of the Friends of the Library.

Capitola is the proud venue for an art display by the Watsonville Charter School of The Arts. This gallery, which hangs in the children's' room features some wonderful wildlife drawings by the 4th grade students.

Janis O'Driscoll teamed with Nora Grant of MAH and Emily Huscher of the Friends to present an altered books pop-up museum during the Friends Spring Book Fair on May 18. The pieces were arranged artfully and attracted lots of attention. Most people enjoyed looking at the items and asked lots of questions, but one member of the Friends was aghast that we would treat discarded books in this manner. She finally came over and talked to us. She wasn't convinced but she went away thinking that we meant well even though we were misguided.

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

Libraries Inside Out: Branch installation of Libraries Inside Out art began with Live Oak and Capitola. Mariah Roberts and Daniel Ruiz are doing the installations.



Aptos, Branciforte, Boulder Creek are patiently waiting their turn.

Libraries Inside Out 2013: We received 6 proposals for the August 2013 installation for the outside of the Downtown Branch. We are reviewing the proposals now and will decide at the end of May. Review panel is: Mariah Roberts (public art for SCPL), Gabriel Harrison (exhibition designer who worked on 2012 piece), Stacey Marie Garcia (MAH), Crystal Birns (public art for Santa

Cruz City), and Janis O'Driscoll. The City of Santa Cruz Arts Commission has given us \$3000 to create and install the winning design.

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

Laura Whaley, Melanee Barash, and Janis O'Driscoll participated in the 2013 Spring Dog Fair on May 19, 2013. The Fair is a fundraiser for the Coastal Dog Owners Association. Last year they raised \$4000 for dogs in need via shelter and rescue programs and \$1000 for the SCPL's Tales to Tails literacy service. We successfully recruited dog handlers of already certified dogs, introduced the service to new families and teachers, and made strong connections with a special education teacher and a speech therapist to help us reach even more children. 4 Tales to Tails dogs/handlers listened to stories read by more than a dozen children. We talked with over 200 people and twice that many wonderful dogs.

As Leslie Auerbach worked with a SCPL contact in Santa Cruz's mighty Uke Club on ways to publicize SCPL's Sheet Music Collection (heavily used by uke players), she discovered that the uke club had an honorary member aboard the International Space Station, & that the uke club ensemble was recording music videos that the astronaut's wife had been able to have uploaded to Tom Marshburn). We immediately set out to find a way to be part of this effort. First, we gave the astronaut his own SCPL library card (his location? Outer Space, of course). then we conspired to have him record a video from space mentioning his SCPL affiliation. Early on May 6, she received word that Tom had recorded a video & that NASA was reviewing it. Just a few hours later, we received a link to the video which is viewable on the Library's YouTube site: <http://www.youtube.com/watch?v=Yv2PI8AUig>

The annual Chess Tournament was held at the Aptos Library on Saturday May 25. As of the writing of this report, results had not yet been submitted but medals were provided for K-12 for 1st, 2nd and 3rd places.

D. Volunteers will be used effectively.

Live Oak is pleased to be the Adopt-a-Shelf pilot program for the library system. We now have 5 volunteers who have received orientation and training from the Volunteer Coordination Team. Each volunteer is assigned a particular section of shelving to keep clean and in order.

The Aptos Branch welcomes Geri McGillicuddy, a new volunteer who starts on the 25th of May. Geri will be much appreciated as she comes to help with the pull list for requested items.

Young adult Sam Imrie, is now Boulder Creek's Storytime Assistant. Sam has been a Boulder Creek patron all of his life.

4. WELCOMING PLACE

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

The ten year Facilities Master Plan was accepted by the LJPB. A steering committee was formed to oversee implementation and that group had two meetings in May.

The Capitola branch has been seeing a growing influx of users with laptops, and since the branch is severely outlet challenged it has been difficult to accommodate all the patrons wishing to plug in their devices so with some creative help from the staff, some furniture rearrangements and a new powerstrip from Lit, we have created two more laptop stations with power access.

Capitola also is space challenged, since the collection is rapidly outgrowing the shelving space available in the limited square footage. So, building maintenance, at the request of Jonell Jel'endra, the person in charge, constructed top display shelving above the children's and young adults' fiction collections. This allows new and featured titles to be prominently displayed as well as freeing up valuable shelf space below. A huge improvement for very little expense.

When the meeting room is not being used at the Aptos Branch, we are opening up the space for tutors and quiet study. Students and parents are happy to have a quiet place for learning.

Building Maintenance staff, Daniel and Matt, continued to keep Boulder Creek well lit, inside and out and free of graffiti and vandalism.

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

The RFP for the new ILS was released and posted on May 23 with proposals due on July 3. Staff did an amazing amount of work in a very short time getting this ready ahead of schedule which will allow for more review time.

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

5. FINANCIAL SUSTAINABILITY

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

The Board held its first ever retreat with a focus on the financial health of the library system. Much information was shared and decisions based on the information learned will be made at future meetings of the Finance Committee and the Board.

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

The Library's fund balance is healthy with recommendations for a reserve policy forthcoming.

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

The FY13-14 budget is being presented with how it meets the objectives set forth in the strategic plan.

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

6. ORGANIZATIONAL READINESS

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

Many staff went to the self-defense training for May's Skill Share. It was very informative and useful. Many staff also attended first time and refresher Sexual Harrassment classes.

Kathleen Frey attended an online webinar titled: Hooking Reluctant Readers with Middle Grade Series. The webinar was presented by four authors who were motivated by their own children being reluctant readers.

Linda Gault attended a webinar titled: Library YOU: Library as Content Creator. Some great ideas were presented for engaging the public to contribute content for the library web site.

Laura VanDerslice is enrolled in an online InfoPeople course titled Customer Services Challenges: Dealing with Difficult Behaviors. It has been interesting to learn from other enrollees about their communities and the outside factors that may lead to difficult behaviors in the library setting. Sharing experiences and learning how to apply the concepts of managing difficult behaviors will be very useful as the Person in Charge of the Live Oak Branch. Boulder Creek's PIC, Cathy Landis, is also enrolled in this useful course.

Several staff attended the library sponsored E Reader Class.

One of our vendors, Midwest Tape, presented a seminar on "Children and Young Adult Collection," to help develop DVD and Music Collection for Young people of all ages.

Staff at Boulder Creek and Garfield Park helped train 2 new Library Assistant II on-calls.

Teresa Landers, Library Director, presented on the new facilities master plan at three branches during the month of May.

City's Employment Development and Leadership Program held a reunion.

Teresa participated in a webinar titled Get Out of the Library, Get Out the Vote.

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

Kevin Hildreth from the Branciforte Branch has been participating in one of the working groups regarding the new ILS. He is a very committed and conscientious.

Both Tania Berlinski and Lauren Suhd from the Branciforte branch attended a meeting to talk about staff book reviews. Both are excited to participate. Chantel Van Pelt is eager to join the group.

Paula Contreras attended, Bibliotecas Para Gente, The Northern California chapter of REFORMA, American Libraries Association. Reforma is the National Organization to Promote Library and Information Services to Latinos and the Spanish-Speaking.

Teresa continues as Chair of the Pacific Library Partnership for one more year.

Teresa and Diane Cowen will be presenting at the California Library Association Conference in November. Their presentation: The Long and Winding Road to a Learning Organization was accepted.

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

Paula C. hosted a Webinar for IndieFlix for staff, May 9 and May 23.

Teresa completed a series of one on one conversations with staff selected by lottery. She began this four years ago when she arrived but has not been able to continue them until now. Since February she has met with 13 staff on an informal basis. She also is continuing a series of brown bags with staff at one branch per month.

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

MONTHLY STATISTICAL REPORT
FY12/13

March	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	25,827	25,284	-2%	12,319	11,645	-5%	132	134	2%	63	62	-1%
Boulder Creek	5,151	4,395	-15%	2,520	2,865	14%	40	31	-24%	20	20	2%
Branciforte	9,037	9,427	4%	7,493	7,384	-1%	72	69	-3%	59	54	-9%
Capitola	10,413	11,667	12%	6,336	5,897	-7%	69	74	7%	42	38	-11%
Downtown	55,605	48,378	-13%	38,688	36,502	-6%	233	207	-11%	162	156	-4%
Felton	2,874	2,537	-12%	2,086	1,580	-24%	31	22	-31%	23	13	-41%
Garfield Park	3,748	3,995	7%	3,097	3,691	19%	43	35	-17%	35	33	-7%
La Selva Beach	1,458	1,885	29%	1,795	2,057	15%	16	16	3%	20	18	-9%
Live Oak	14,698	15,213	4%	9,228	8,889	-4%	118	103	-13%	74	60	-19%
Scotts Valley	23,886	24,711	3%	15,759	14,870	-6%	122	131	8%	80	79	-2%
Outreach	3,185	3,119	-2%	1,214	1,428	18%						
Subtotal	155,882	150,611	-3%	100,535	96,808	-4%	875	823	-6%	578	533	-8%
ebooks	9,825	8,753	-11%									
e-audio	1,089	1,380	27%									
TOTAL	166,796	160,744	-4%	100,535	96,808	-4%	875	823	-6%	578	533	-8%
website hits	568,755	514,481	-10%	134,626	126,637	-6%						

Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.

April	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	22,862	24,754	8%	10,070	11,451	14%	128	129	0%	57	60	5%
Boulder Creek	4,161	4,000	-4%	2,470	2,587	5%	39	29	-26%	23	19	-19%
Branciforte	7,086	9,242	30%	6,499	7,544	16%	66	68	4%	60	55	-8%
Capitola	8,572	11,450	34%	4,775	5,638	18%	68	75	10%	38	37	-3%
Downtown	48,667	47,600	-2%	33,713	34,668	3%	219	203	-7%	152	148	-2%
Felton	2,256	2,778	23%	1,429	1,778	24%	30	25	-17%	19	16	-16%
Garfield Park	3,069	4,213	37%	2,848	4,279	50%	38	35	-8%	36	36	1%
La Selva Beach	1,367	1,828	34%	1,706	2,553	50%	18	16	-12%	22	22	0%
Live Oak	15,245	15,579	2%	9,912	10,280	4%	115	97	-16%	75	64	-14%
Scotts Valley	21,905	25,822	18%	16,251	15,072	-7%	123	134	9%	91	79	-14%
Outreach	3,151	3,492	11%	1,348	1,568	16%						
Subtotal	138,341	150,758	9%	91,021	97,418	7%	845	812	-4%	573	535	-7%
ebooks	8,376	10,349	24%									
e-audio	1,204	1,235	3%									
TOTAL	147,921	162,342	10%	91,021	97,418	7%	845	812	-4%	573	535	-7%
website hits	499,943	490,265	-2%	123,884	121,594	-2%						

Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.

MONTHLY STATISTICAL REPORT
FY12/13

January	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	23,695	25,702	8%	10,317	12,016	16%	135	140	4%	59	65	11%
Boulder Creek	4,181	4,581	10%	2,272	2,800	23%	35	31	-12%	19	19	-1%
Branciforte	8,914	9,700	9%	5,842	8,105	39%	74	67	-9%	49	56	16%
Capitola	9,436	12,630	34%	5,440	6,740	24%	68	80	17%	39	43	8%
Downtown	53,475	51,362	-4%	31,902	35,618	12%	248	228	-8%	148	158	7%
Felton	2,826	2,568	-9%	1,587	1,768	11%	34	21	-36%	19	15	-22%
Garfield Park	2,954	3,980	35%	2,688	3,658	36%	37	35	-5%	34	32	-4%
La Selva Beach	1,521	1,778	17%	1,547	1,509	-2%	18	15	-18%	18	13	-32%
Live Oak	13,598	16,874	24%	8,493	9,979	17%	116	111	-4%	73	66	-10%
Scotts Valley	20,818	26,025	25%	14,760	15,082	2%	118	141	20%	84	82	-2%
Outreach	2,917	3,670	26%	1,370	1,228	-10%						
Subtotal	144,335	158,870	10%	86,218	98,503	14%	883	870	-1%	541	549	1%
ebooks	11,420	7,552	-34%									
e-audio	900	1,399	55%									
TOTAL	156,655	167,821	7%	86,218	98,503	14%	883	870	-1%	541	549	1%
website hits	527,072	519,384	-1%	127,092	128,689	1%						
<i>Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.</i>												
February	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	22,640	22,145	-2%	10,800	10,759	0%	129	132	2%	61	64	4%
Boulder Creek	4,547	4,048	-11%	2,934	2,812	-4%	39	31	-20%	25	21	-14%
Branciforte	8,289	8,846	7%	6,913	7,393	7%	70	69	-2%	59	58	-1%
Capitola	9,271	11,147	20%	5,964	6,241	5%	66	77	18%	42	43	2%
Downtown	49,729	44,338	-11%	33,503	32,025	-4%	230	214	-7%	155	155	0%
Felton	2,520	2,339	-7%	1,744	1,411	-19%	30	22	-28%	21	13	-37%
Garfield Park	2,929	3,924	34%	2,780	2,873	3%	37	38	5%	35	28	-19%
La Selva Beach	1,335	1,705	28%	1,851	1,930	4%	16	16	-1%	22	18	-19%
Live Oak	12,420	14,882	20%	9,024	8,770	-3%	104	109	6%	75	64	-14%
Scotts Valley	19,913	23,893	20%	13,485	14,771	10%	113	142	26%	77	88	15%
Outreach	2,633	2,892	10%	1,232	1,345	9%						
Subtotal	136,226	140,159	3%	90,230	90,330	0%	833	851	2%	572	553	-3%
ebooks	11,957	8,891	-26%									
e-audio	952	1,271	34%									
TOTAL	149,135	150,321	1%	90,230	90,330	0%	833	851	2%	572	553	-3%
website hits	512,433	462,791	-10%	122,298	117,217	-4%						
<i>Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.</i>												

MONTHLY STATISTICAL REPORT
FY12/13

November	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	20,655	24,324	18%	8,659	12,792	48%	125	145	15%	53	76	45%
Boulder Creek	3,972	4,654	17%	1,937	2,971	53%	44	35	-19%	21	23	6%
Branciforte	7,452	9,229	24%	4,895	7,021	43%	96	72	-25%	63	55	-13%
Capitola	8,307	11,166	34%	4,628	5,889	27%	87	78	-11%	49	41	-16%
Downtown	47,641	47,482	0%	28,005	31,854	14%	234	229	-2%	138	154	12%
Felton	2,372	2,475	4%	821	1,568	91%	36	23	-37%	13	15	15%
Garfield Park	2,392	3,350	40%	2,358	3,578	52%	31	33	7%	30	35	16%
La Selva Beach	1,245	1,964	58%	1,048	1,532	46%	21	18	-11%	17	14	-18%
Live Oak	13,403	14,294	7%	8,558	7,881	-8%	103	105	2%	66	58	-12%
Scotts Valley	19,068	23,972	26%	12,403	13,911	12%	129	143	10%	84	83	-2%
Outreach	2,721	3,247	19%	1,208	1,505	25%						
Subtotal	129,228	146,157	13%	74,520	90,502	21%	906	881	-3%	533	553	4%
ebooks	6,686	11,184	67%									
e-audio	857	2,103	145%									
TOTAL	136,771	159,444	17%	74,520	90,502	21%	906	881	-3%	533	553	4%
website hits	416,930	355,157	-15%	105,162	103,504	-2%						
<i>Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.</i>												
December	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	20,468	23,475	15%	7,953	10,239	29%	124	141	14%	48	62	28%
Boulder Creek	3,224	4,097	27%	1,517	2,900	91%	35	32	-11%	17	22	34%
Branciforte	6,737	7,674	14%	4,095	7,021	71%	86	62	-28%	53	57	8%
Capitola	8,389	10,301	23%	4,591	5,884	28%	88	73	-17%	48	42	-13%
Downtown	46,660	46,431	0%	25,751	31,511	22%	229	222	-3%	126	151	19%
Felton	2,600	1,921	-26%	932	2,463	164%	40	18	-55%	14	23	61%
Garfield Park	2,639	2,909	10%	2,866	3,343	17%	34	30	-11%	37	34	-6%
La Selva Beach	1,259	1,655	31%	1,241	1,166	-6%	21	16	-24%	20	11	-46%
Live Oak	12,046	14,053	17%	7,365	8,623	17%	93	106	15%	57	65	15%
Scotts Valley	16,065	21,232	32%	9,176	13,004	42%	109	128	17%	62	78	26%
Outreach	2,295	2,377	4%	1,102	1,181	7%						
Subtotal	122,382	136,125	11%	66,589	87,335	31%	859	828	-4%	483	545	13%
ebooks	10,656	10,168	-5%									
e-audio	893	1,349	51%									
TOTAL	133,931	147,642	10%	66,589	87,335	31%	859	828	-4%	483	545	13%
website hits	432,813	461,921	7%	106,311	111,531	5%						
<i>Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.</i>												

MONTHLY STATISTICAL REPORT
FY12/13

September	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	17,478	23,703	36%	10,565	12,030	14%	106	136	28%	64	69	8%
Boulder Creek	2,717	3,943	45%	2,285	2,676	17%	30	30	0%	25	20	-19%
Branciforte	5,068	8,700	72%	4,489	6,573	46%	65	68	5%	58	51	-11%
Capitola	7,851	10,872	38%	4,945	4,776	-3%	82	74	-10%	52	32	-37%
Downtown	33,038	46,868	42%	28,816	35,410	23%	162	215	33%	141	162	15%
Felton	1,526	2,174	42%	1,088	1,532	41%	23	21	-12%	17	15	-13%
Garfield Park	2,211	2,986	35%	2,727	3,022	11%	28	31	9%	35	31	-11%
La Selva Beach	941	1,675	78%	1,178	1,372	16%	16	16	3%	19	13	-33%
Live Oak	11,145	14,612	31%	7,759	8,281	7%	86	109	27%	60	62	4%
Scotts Valley	17,717	24,161	36%	13,255	13,970	5%	120	139	15%	90	80	-11%
Outreach	2,471	3,047	23%	1,567	1,408	-10%						
Subtotal	102,163	142,741	40%	78,674	91,050	16%	719	838	17%	561	537	-4%
ebooks	9,502	6,868	-28%									
e-audio	1,106	2,373	115%									
TOTAL	112,771	151,982	35%	78,674	91,050	16%	719	838	17%	561	537	-4%
website hits	356,449	421,268	18%	104,316	118,499	14%						
<i>Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.</i>												
October	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	12,938	24,345	88%	8,084	12,030	49%	79	122	55%	49	60	23%
Boulder Creek	3,092	4,523	46%	2,346	3,235	38%	34	31	-9%	26	22	-14%
Branciforte	5,290	9,296	76%	4,807	7,345	53%	68	65	-5%	62	51	-17%
Capitola	7,428	11,801	59%	4,829	5,297	10%	78	74	-5%	51	33	-34%
Downtown	34,463	48,084	40%	26,728	35,642	33%	169	198	17%	131	147	12%
Felton	1,462	2,726	86%	971	1,663	71%	22	23	3%	15	14	-6%
Garfield Park	2,054	3,409	66%	2,629	3,368	28%	26	27	4%	34	27	-20%
La Selva Beach	914	1,973	116%	1,089	2,162	99%	15	16	9%	18	18	0%
Live Oak	13,316	15,929	20%	8,291	9,022	9%	102	95	-7%	64	54	-16%
Scotts Valley	23,981	24,988	4%	12,710	14,442	14%	163	125	-23%	86	72	-16%
Outreach	2,838	3,912	38%	1,845	1,615	-12%						
Subtotal	107,776	150,986	40%	74,329	95,821	29%	757	776	3%	535	498	-7%
ebooks	8,390	9,308	11%									
e-audio	968	2,593	168%									
TOTAL	117,134	162,887	39%	74,329	95,821	29%	757	776	3%	535	498	-7%
website hits	279,066	450,622	61%	93,140	127,971	37%						
<i>Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.</i>												

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%	37	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	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%						
<i>Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.</i>												
August	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	17,711	25,067	42%	9,932	11,719	18%	108	127	18%	60	59	-2%
Boulder Creek	3,102	4,285	38%	2,409	2,661	10%	34	33	-3%	26	21	-22%
Branciforte	5,051	8,256	63%	4,981	6,692	34%	65	65	0%	64	52	-18%
Capitola	8,049	11,449	42%	5,357	4,935	-8%	84	75	-11%	56	32	-43%
Downtown	39,540	48,852	24%	32,543	35,379	9%	194	203	4%	160	147	-8%
Felton	1,563	2,263	45%	1,242	1,349	9%	24	25	2%	19	15	-23%
Garfield Park	2,597	3,223	24%	2,977	2,748	-8%	33	35	5%	38	30	-22%
La Selva Beach	858	1,673	95%	1,074	1,120	4%	14	18	29%	18	12	-31%
Live Oak	13,487	15,138	12%	9,354	8,574	-8%	104	114	10%	72	64	-10%
Scotts Valley	20,655	24,915	21%	14,217	12,404	-13%	140	126	-10%	96	63	-35%
Outreach	2,673	2,985	12%	1,492	1,454	-3%						
Subtotal	115,286	148,106	28%	85,578	89,035	4%	800	819	2%	610	495	-19%
ebooks	5,684	5,697	0%									
e-audio	1,171	2,110	80%									
TOTAL	122,141	155,913	28%	85,578	89,035	4%	800	819	2%	610	495	-19%
website hits	382,678	512,829	34%	111,546	126,192	13%						
<i>Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.</i>												



Contained herein is the preliminary April 2013 Dashboard summary report. In general, revenues remain slightly ahead of budget by 2.4% and expenditures are under-budget by 7.3%. This has resulted in a year-to-date net operating gain of \$1,113,427. If current revenue and payroll budgetary savings trends continue, but unspent operating costs are incurred or carried over into next year, annualized net gains for the current year could exceed \$805,000.

This "dashboard" summary includes only major revenue and expenditure lines items that are key to monitoring operating trends and allow us to provide a 1pg summary report. Items not reported individually but included in the "Other expenditures" line item below include contractually obligated accounts such as debt service, software licensing fees, and admin support (management, personnel, accounting, budgeting, payroll, etc.).

Net operations (Major accounts)	Actual Results				Year to Date	Percent of Budget Comparison		
	February	March	April	Year to Date		YTD Actuals	Months completed	Positive / (negative)
Revenue:								
Sales Tax	\$ 569,563	\$ 598,178	\$ 415,960	\$ 5,337,931	\$ 5,991,473	89.1%	83.3%	5.8%
MOE- Member Contributions	425,076	422,365	425,076	4,248,046	5,149,416	82.5%	83.3%	(0.8%)
Library Fines	17,623	15,080	18,521	170,632	200,000	85.3%	83.3%	2.0%
Donations- Friends	-	35	-	7,296	70,000	10.4%	83.3%	(72.9%)
Other Revenue	4,682	14,663	94,774	166,325	168,024	99.0%	83.3%	15.7%
(4) TOTAL REVENUE	\$ 1,016,944	\$ 1,050,320	\$ 954,331	\$ 9,930,230	\$ 11,578,913	85.8%	83.3%	2.4%
Expenditures:								
(1) Payroll	563,836	866,619	578,760	6,034,264	7,574,988	79.7%	83.3%	3.7%
Books (w/Grants)	36,450	56,893	53,601	733,392	939,826	78.0%	83.3%	5.3%
Janitorial Services	9,222	7,449	5,923	89,742	117,097	76.6%	83.3%	6.7%
(2) Building & Facility	18,840	6,490	19,985	129,255	222,627	58.1%	83.3%	25.3%
Rent (Equip, Building, Land)	25,670	25,616	25,616	259,970	312,409	83.2%	83.3%	0.1%
Utilities	22,094	25,149	21,526	284,385	331,639	85.8%	83.3%	(2.4%)
(3) Other expenditures	122,373	157,226	152,173	1,285,795	2,094,755	61.4%	83.3%	22.0%
(4) TOTAL EXPENDITURES	\$ 798,484	\$ 1,145,442	\$ 857,583	\$ 8,816,803	\$ 11,593,341	76.1%	83.3%	7.3%
Net Gain / (Loss)	\$ 218,460	\$ (95,121)	\$ 96,748	\$ 1,113,427	\$ (14,428)			
	February	March	April	Year to Date	Annual Budget			

Key Balance Sheet items	Key Operating Indicators			Status
	February	March	April	
Cash	\$ 3,369,688	\$ 2,270,739	\$ 2,586,318	"Current" assets vs Short Term liabilities (Over 2 is good) 26.7
Total Current Assets	3,388,863	2,289,914	3,448,866	"Current" assets vs Long Term liabilities (Over 1 is good) 13.2
Short Term Debt	35,390	52,190	129,400	Cash vs Budgeted Revenue (10% was goal by FY16/17) 22.3%
Long Term Debt (City of SC)	262,011	262,011	262,011	

Notes:

- (1) March payroll costs are accurate but artificially higher due to timing differences (includes an extra pay period)
- (2) Added the category "building repairs" to this line item (includes building "O & M" and now "Repairs").
- (3) Other expenditures are on pace to end the year under budget by approximately \$450,000. These costs will either be fully incurred or carried over into next fiscal year.
- (4) Budgeted revenue & expenditures increased by \$71,279 and \$451,595 respectively from the Adopted Budget for prior year project carry-overs, from Board direction, and from minor corrections.

000024

STAFF REPORT

DATE: May 29, 2013
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries ⁿ
RE: Library Technology Plan

RECOMMENDATION: The LJPB accept the plan as presented

SUMMARY

The attached Technology Plan represents eight months of analysis of the Library's technology environment. The plan provides specific goals and objectives to guide the Library to achieving its vision, mission and purpose. In concert with this, action steps to implement the plan are prioritized. The final product thus represents both a big picture perspective and specific actions to meet the established goals. It closely aligns with the strategic objectives found in the Library's Strategic Plan 2010-2015.

BACKGROUND

In January 2012, the Library agreed to coordinate with the City of Santa Cruz (City) on the development of a Technology Strategic Plan as the City was also planning to do an IT Strategic Plan. As part of the Library's "contract" with the City, HR and Financial services are provided by the City. These services are very technology dependent, and the Library and City work closely on integrating these core functions. This study was also seen as an opportunity for both organizations to identify areas where they might be able to provide mutual support and maximize cost effectiveness through cooperation.

In September 2012, the City entered into a contract with Nexlevel, and the Library chose a subcontractor- Carson Block. Carson proceeded to gather a great deal of information through site visits, surveys of staff and public, focus groups, interviews and the review of documentation. His observations and experiences inform all aspects of the final plan.

A preliminary review of included projects allowed time for the financial impact of the recommendations to be considered as part of the May LJPB's financial planning retreat and its discussions about the FY13/14 budget. The City had planned to present their report to the Santa Cruz City Council at the May 28 meeting.

There are several sections to the full assessment and report.

1. Nexlevel did a City-wide assessment of the technology environment and included a section on the Library. An excerpt from the full city report as related to the Library is attached. The full city report is not yet available as it is still in a draft

000025

- form, but it has been reviewed, and any other references to the Library are in basic alignment with the Library section. This is attached.
2. The specific Library report completed by Carson Block is also attached.
 3. A detailed spreadsheet with specific library projects, resources needed, expected completion dates, etc., has been prepared. This is intended as an internal working document for staff that will change as often as necessary. It is similar to how we approached the Library's Strategic Plan. One sheet from this document is included as an example.

DISCUSSION

The two plans do a good job of describing the Library's current technology environment. The Library's plan builds on the Library's overall Strategic Plan and provides a vision for technology:

- Technology is a tool to connect, inspire and inform
- Technology is integrated into all Library services and operations
- Staff will be equipped to harness the power of technology in serving the public
- The Library's approach to technology will be deliberate and strategic
- The community of Santa Cruz will have confidence in the Library's technology

In analyzing the Library's technology environment, Carson identified three stages for transforming the Library from how technology is currently used to how it should be used in the future:

- Stage 1: Extinguish fires and meet urgent needs
- Stage 2: Build capacity in systems and staff
- Stage 3: Transition to visionary applications of technology

It is recommended this be accomplished through pursuing five goals:

1. **Goal 1:** The Library will have an Integrated Library System (ILS) that is a powerful tool for staff in serving library customers and facilitating key library operations.
2. **Goal 2:** The Library will have a strong Library Information Technology (LIT) staff to harness the power of technology in serving library patrons.
3. **Goal 3:** The Library will create technology experiences for library patrons and staff that will serve, inform and delight.
4. **Goal 4:** The Library will create dynamic community connections around technology by pursuing and maintaining partnerships with local jurisdictions, area organizations, and other community members to ensure the most powerful, efficient and effective delivery of library services the public.
5. **Goal 5:** The library will develop its online presence as a "Virtual Branch Library" to meet a growing public appetite for electronic library services.

Specific objectives have been identified for each of the goals, and staff has taken these objectives and created action steps to meet each objective. A sample of these action steps appear in Appendix I of the plan itself, and a copy of one page from the Library's working spreadsheet is attached to this report.

In summary, the following recommendations emerge as the most critical:

- Obtain a new ILS (process is underway- RFP has been posted)
- Hiring a Technology Manager with qualifications as described in the plan. This Technology Manager will then be responsible for implementing the recommendations in both plans:
 - Analyze staffing needs in LIT post migration to a new ILS
 - Build strong community partnerships and collaboration with local jurisdictions, organizations, educational entities, etc.
 - Be an active participant in the local tech community
 - Coordinate and liaison with the City of Santa Cruz Chief Technology Officer (CTO) to identify mutually beneficial and cost effective areas of collaboration and consolidation of specific services, recognizing their proximity and that the Library uses some City applications for administrative purposes
 - Coordinate the finalization of documentation for all Library systems
 - Prepare for disaster response and recovery
 - Represent Library IT to Library management
- Complete network fiber migration (on track for 7/31/2013)
- Upgrade wireless access in all facilities
- Upgrade meeting room technology in all facilities
- Improve patron experience using Library computers (specifics are detailed in the report)
- Improve staff data backups
- Continue and expand school partnership opportunities

Fiscal Impact

At this point the major financial request included in the FY13/14 budget is for a new ILS. Other costs are identified, but are being absorbed by the regular operating budget and technology reserve fund. Other projects may require additional allocation of funds, but are not yet scheduled. The following chart is a summary of the "larger" anticipated expenses that may require allocation of funds beyond the operating budget.

INITIATIVE	ESTIMATED COST	ESTIMATED DATE
Migration to new ILS, including cost of a consultant to lead staff through selection and contracting process, temporary staff assignments, cost of the system itself, and migration of data	\$350,000	Begin April 2013 Completion February 2014
Upgrade system wireless technology	\$45,000 total (most likely able to be covered by operational allocation)	Completion by June 2014 Some work done by June 2013
Provide laptops or tablets for in-Library use by patrons	\$50-100,000	TBD
Reorganization and possible new positions in LIT	TBD	January 2015
Annual maintenance on new system	\$65,000	Begin March 2015
Redesign of Library Web Site	\$25-50,000	TBD
Convert Branch servers from Linux to Microsoft	TBD	TBD



TECHNOLOGY PLAN 2013-2018

SANTA CRUZ PUBLIC LIBRARIES SANTA CRUZ, CA

©2013 Carson Block Consulting Inc.

**Carson Block
Library Technology Consultant**



<http://www.carsonblock.com>

000029

FINAL
©2013 Carson Block Consulting Inc.

Table of Contents

Introduction to Santa Cruz Public Libraries.....	4
Santa Cruz Public Library Vision.....	5
Santa Cruz Public Library Mission.....	5
Statement of Purpose from the 2010-2015 Library Strategic Plan.....	5
About SCPL.....	5
Select list of resources available to the community.....	5
Description of the Technology Environment.....	6
ILS.....	6
Connectivity and Networks.....	6
General.....	7
Branches.....	7
Library Information Technology (LIT) Staff.....	8
Simplified Inventory.....	10
Technology Planning Process.....	11
Technology Plan Vision.....	11
Select Process Milestones for Technology Planning.....	12
Stakeholders.....	13
Purpose.....	13
Primary Stakeholders and Engagement.....	13
Select Results from Stakeholder Surveys.....	14
Select Results from Stakeholder Focus Groups & Interviews.....	15
Library Management and Implementation of the Technology Plan.....	16
Technology Plan Stages.....	16
Santa Cruz Public Libraries Technology Plan Goals.....	18
Goal 1: The Library will have an Integrated Library System (ILS) that is a powerful tool for staff in serving Library customers, managing the Library's collections, and facilitating key Library operations.....	19
Objective 1: Maintain relative stability with the Evergreen system through migration to a commercial vendor.....	21
Objective 2: Identify and select a new Integrated Library System.....	21

FINAL

©2013 Carson Block Consulting Inc.

Objective 3: Migrate to new ILS.....21

Goal 2: The Library will have a strong and experienced Library Information Technology (LIT) staff to harness the power of technology in serving Library patrons.....22

Objective 1: Hire an IT Manager meeting the qualifications described above.....22

Objective 2: Create the correct staffing levels for LIT23

Objective 3: LIT is well managed and plays an active role in the leadership of the Library23

Goal 3: The Library will create technology experiences for Library patrons and staff that will connect, inspire and inform.24

Objective 1: Technology Shared by Patrons and Staff: Patrons and staff have technology that serves their respective needs efficiently and effectively.24

Objective 2: Patron Technology: The public has access to the technological tools that will strengthen their ties to the Library.....25

Objective 3: Staff Technology: Staff has access to the technological tools that enable them to efficiently and effectively perform their jobs.....25

Goal 4: The Library will create dynamic community connections around technology by pursuing and maintaining partnerships with local jurisdictions, area organizations, and other community members to ensure the most powerful, efficient and effective delivery of Library services the public.26

Objective 1: Forge even stronger partnerships with local jurisdictions to find areas of collaboration that are reflective of the mission of each institution in service of citizens.26

Objective 2: Forge even stronger partnerships with the K-12 educational community in Santa Cruz County to find areas of collaboration that are reflective of the mission of each institution in service of citizens.....27

Objective 3: Forge even stronger partnerships with the business, nonprofit and technology communities to find areas of collaboration that are reflective of the mission of each institution in service of citizens.....27

Objective 4: Forge even stronger partnerships with the local higher education community to find areas of collaboration that are reflective of the mission of each institution in service of citizens. 27

Goal 5: The Library will develop its online presence as a “virtual branch Library.”28

Objective 1: Develop and implement a vision of the “virtual branch”28

Objective 2: Digitization of Library resources.....28

Evaluation Process and Milestones.....30

Appendix I: Objectives and Action Steps31



FINAL

©2013 Carson Block Consulting Inc.

Goal 1: The Library will have an Integrated Library System (ILS) that is a powerful tool for staff in serving Library customers, managing the Library’s collections, and facilitating key Library operations.....31

Goal 2: The Library will have a strong and experienced Library Information Technology (LIT) staff to harness the power of technology in serving Library patrons.....33

Goal 3: The Library will create technology experiences for Library patrons and staff that will connect, inspire and inform.34

Goal 4: The Library will create dynamic community connections around technology by pursuing and maintaining partnerships with local jurisdictions, area organizations, and other community members to ensure the most powerful, efficient and effective delivery of Library services the public.37

Goal 5: The Library will develop its online presence as a “virtual branch Library.”39

FINAL

©2013 Carson Block Consulting Inc.

Introduction to Santa Cruz Public Libraries

There have been many changes in the Santa Cruz Public Libraries since I became the Library Director three and a half years ago. In order to deal with these changes, we have relied on several planning documents to guide us. The 3-5 Year Strategic Plan for 2010-2015 provides overall direction for the services we provide. The Welcoming Place strategic direction addresses the importance of our physical and virtual spaces:

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

A recently completed Facilities Master Plan helps achieve this goal with a focus on physical spaces. This Technology Plan is the counterbalance and addresses our virtual spaces and how we use technology to deliver services in both our physical and virtual spaces.

The Technology Plan provides a vision by identifying five Goals and recommends the steps needed to achieve those Goals. It is a living document that we will reference often over the next 5 years and adjust as new technologies present themselves as the better way to attain our goals.

Thank you to all of the staff, and Board and community members who contributed their voices during the development of this plan. And thank you to Carson Block for his hours of listening that were then converted into this document.

Teresa Landers
Library Director

The Technology Plan...is a living document. - Teresa Landers

FINAL

©2013 Carson Block Consulting Inc.

Santa Cruz Public Library Vision

“Transform lives and strengthen communities.”

Santa Cruz Public Library Mission

“The Santa Cruz Public Libraries enhance Santa Cruz County's quality of life by providing vibrant physical and virtual public spaces where people connect, discover, and engage the mind. All ages have the opportunity to nurture their love of reading, find diverse and relevant resources for entertainment and enrichment, and strengthen community networks.”

Statement of Purpose from the 2010-2015 Library Strategic Plan

“Connect, Inspire and Inform”

About SCPL

The Santa Cruz Libraries is a city/county Library system providing Library services to Santa Cruz County, California. Its ten branch libraries and bookmobile serve all of Santa Cruz County with the exception of the city of Watsonville, which maintains its own Library.

Select list of resources available to the community

- 10 branch libraries plus Outreach Services
- 1 bookmobile with over 17 distinct stops
- 1 virtual branch (website) offering eBooks and other downloadable content via a variety of vendors, in addition to subscription databases
- Newest Scotts Valley branch opened in June 2011
- SCPL facilities open 348 hours per week as of September 2012
- Public WiFi at all branches from 9:00 am – 9:00 pm daily.
- Collection of 516,167 items
- Staff: 85 full time equivalents in FY2012/13



FINAL

©2013 Carson Block Consulting Inc.

- Volunteers: 188 volunteers contributed 7,686 hours last year, the equivalent of 3.7 full time employees
- 152 public Internet access computers

Description of the Technology Environment

Although relevant details of the Santa Cruz Public Libraries' technological environment are placed in context throughout this technology planning document, there are several important aspects of the Library's "current state" to note:

What new technology does is create new opportunities to do a job that customers want done. -Tim O'Reilly, publisher

ILS

- The Library currently uses the open-source Evergreen ILS.
- The Library contracts with Equinox (<http://www.esiLibrary.com/esi/>) for Evergreen support. Library Information Technology (LIT) provides support for Evergreen for all staff work groups including Circulation, Reference and Collection Management Services.
- The Library's experience with Evergreen has been uneven. For information please see Goal 1 in this technology plan.

Connectivity and Networks

- The current Library network is a combination of fiber, copper and radio, with some branch Internet connectivity provided by Comcast Cable.
- Due to limitations of current network infrastructure and other factors, the Library only uses VLAN's ("virtual local area networks" - an advanced networking technology) for the connection of edge switches at each site and for the Library's IP Telephony systems
- The Library's network is Linux with a Samba domain using Linux and Windows workstations.
- The Library is currently working with AT&T on a project to complete the connection of all Library locations with fiber-optics. The majority of project funding is from the federal E-Rate program. AT&T has estimated that the project will take six months to complete from start. Anticipated completion date is June 2013.
- The Library provides both public and staff 802.11x "WiFi" access. Hours of public WiFi availability are from 9:00 am - 9:00 pm daily.

FINAL

©2013 Carson Block Consulting Inc.

- The Library is currently in the process of upgrading the wireless network using Ubiquity access points. The Library expects to complete the migration by the end of 2014.

General

- Library servers are located offsite. The Library has a co-location agreement with Cruzio Internet (<http://www.cruzio.com/>), with the co-location facility located across the street from the Downtown Library. LIT staff report that the leased server cabinet experiences times of high ambient temperatures. During the consultant's visit the cabinet thermometer read 94.6 degrees.
- There are multiple flavors of patron workstations in the libraries (Internet, Catalog, Word kiosk, Homework Center, self-check PC), with some computers running Linux with Open Office software and others running Windows with Microsoft Office software.
- Library staff have a number of methods to request support from LIT, including the IRM help desk/asset management system, via the staff intranet, email and telephone. Patrons submit feedback to LIT via the "Webmaster Request" form on the Library's web site.
- The Library has built its own self-check machines. Staff report medium-to-high use of self-checks with an average of 70% of patron circulation transactions at the Downtown Library and average of 50% elsewhere. The Library's goal is to have 80%-85% of circulation transactions via the self-check machines.
- The Library provides digital signage (via large-screen televisions) at all Library branches.
- Library staff check-in about 43k items per month. The Library currently does not use Automated Materials Handling (AMH) systems in any of the libraries.
- The Library circulates about 2 million items per year. The Library's collection uses barcodes for item identification and circulation. The Library does not use RFID.

Branches

- With the exception of newly constructed Library buildings, branch Library network racks are retrofitted with open-frame racks mounted into the ceiling or wall. All installations are neat and tidy, and have made the best possible use of limited space. Most, but not all, are located in secure or semi-secure staff areas.
- With the exception of newly constructed Library buildings, data cabling has been retrofitted at branch libraries. In some cases the only available place to run wire is using external options. Staff report some problems with certain cable installations. Most cable installations are not certified.

FINAL

©2013 Carson Block Consulting Inc.

Library Information Technology (LIT) Staff

Technology is supported and managed by the Library Information Technology (LIT) Department. Please see the organizational chart below for a listing of positions and descriptions. LIT is dedicated to the specific technology needs of the Library and has demonstrated a focus on excellent customer service.

LIT has been without a manager with technology skills since December of 2011. This is a key need for SCPL, and filling this need is a top priority of this technology plan. Please see Goal 2 for more details.

The technology consultant worked closely with LIT staff during the creation of this plan and observed a group of skilled individuals that also acted as a highly functioning team. The individuals in LIT demonstrate a high level of commitment to the mission of the Library and exemplify that commitment in their service to staff. In surveys, Library staff gave LIT consistently high marks in areas of expertise, customer service, and responsiveness.

Although from the perspective of their customers LIT is doing good work, LIT staff reported feeling short-staffed and too far into reactive activities at the expense of pro-active activities. Goal 2 of this technology plan addresses issues reported by LIT staff.

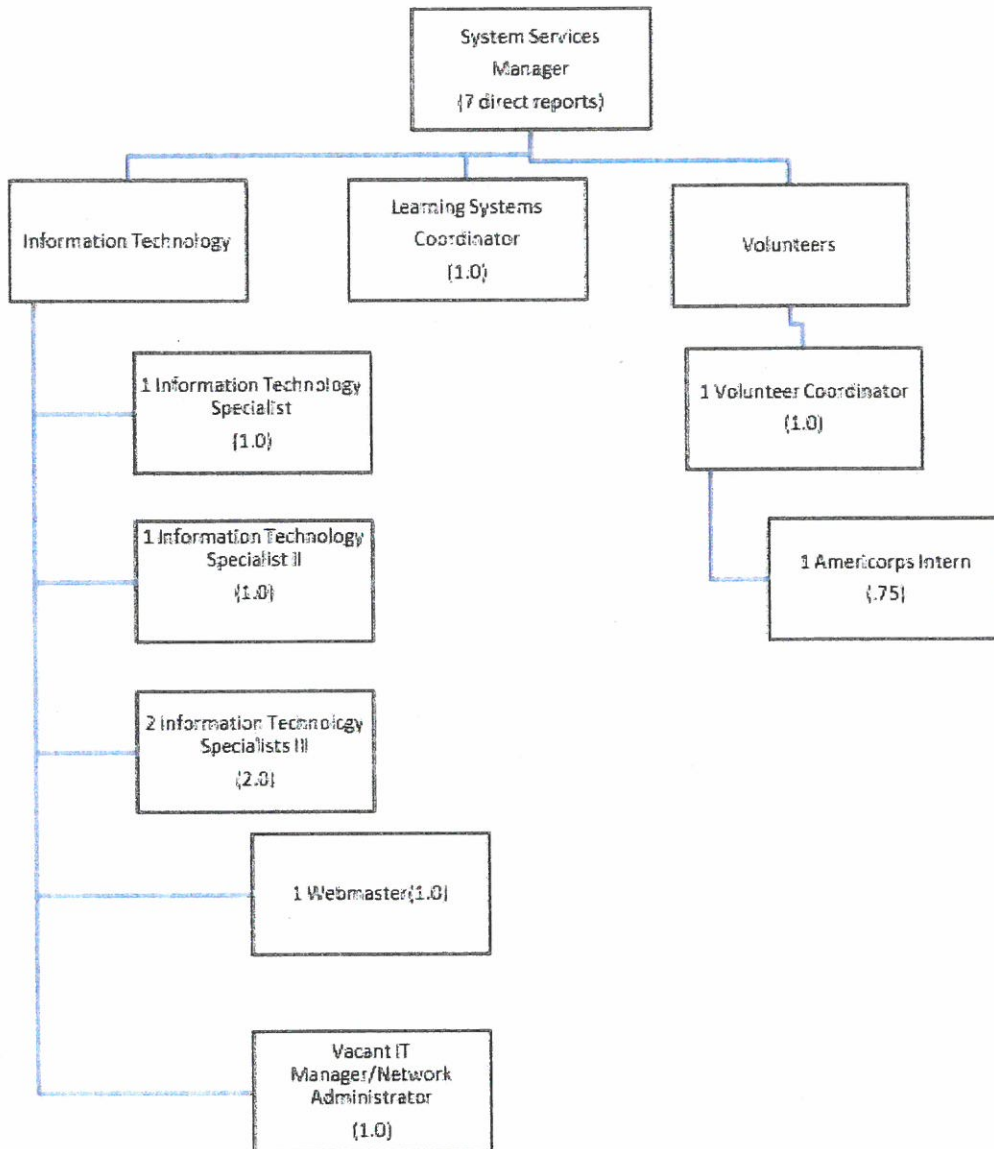
Santa Cruz Public Libraries
Technology Planning Report
May 2013 - May 2018



<http://www.carsonblock.com>

FINAL

©2013 Carson Block Consulting Inc.



**Santa Cruz Public Libraries
Technology Planning Report
May 2013 - May 2018**



FINAL

©2013 Carson Block Consulting Inc.

Simplified Inventory

Location	Staff Computers	Staff Printers	Public Computers	Public Printers	Pub/Staff Scanners	Total computers	Total Printers/ Scanners
Headquarters	43	11	n/a	n/a	1	43	12
Bookmobile	2	1	0	0	0	2	1
Scotts Valley	12	2	40	1	1	52	4
Downtown	52	12	61	2	1	113	15
Aptos	10	2	21	1	0	31	3
La Selva Beach	4	1	5	1	0	9	2
Boulder Creek	5	1	14	1	0	19	2
Felton	2	1	6	1	0	8	2
Branciforte	7	2	19	1	0	26	3
Capitola	8	2	9	1	0	17	3
Live Oak	13	2	29	2	0	42	4
Garfield Park	4	1	12	1	0	16	2
TOTALS	162	38	216	12	3	378	53

000039

FINAL

©2013 Carson Block Consulting Inc.

Technology Planning Process

The consultant facilitated a technology planning process beginning in the fall of 2012 for the Santa Cruz Public Libraries that recognized and defined a balance between foundational needs and innovation and created a document to guide Library technology efforts for a five-year period beginning in 2013.

*"Give me six hours to chop down a tree and
I will spend the first four sharpening the
axe." – Abraham Lincoln*

Technology Plan Vision

Santa Cruz Public Library Technology Plan Vision

The following bullets define the driving elements of vision behind the Santa Cruz Public Libraries' Technology Plan:

- **Technology is a means to an end.** The Santa Cruz Public Library views technology as a tool to **connect, inspire and inform**. Technology is used to help the Library achieve its purpose.
- **Technology is integrated into all Library services and operations.** Since the Library's technology is embedded in every Library function, it will be designed to operate in a way that is transparent and powerful.
- **Staff will be equipped to harness the power of technology in serving the public.** Staff will achieve a mastery of technology that will enable them to deliver user-driven services in innovative ways.
- **The Library's approach to technology will be deliberate and strategic.** Like most libraries, technology at Santa Cruz grew in an organic fashion, with varied results. With its significant experience and guided by this plan, the Library will define its technological direction.
- **The community of Santa Cruz will have confidence in the Library's technology services.** Library patrons in Santa Cruz are a diverse community- from notable tech leaders to those living "off the grid" and many points in-between. They care deeply about their libraries. The Library will embrace community diversity as it chooses goals and priorities for the technology plan.

FINAL

©2013 Carson Block Consulting Inc.

Select Process Milestones for Technology Planning

- July 2012: the consultant responded to the City's RFP for technology planning and was awarded a subcontract to develop a Library-specific technology plan under the prime contractor, NexLevel
- October 4-5, 2012: The consultant met with the Library Technology Planning Team, Library Information Technology (LIT) staff, performed initial site tours, and conducted staff focus groups. A NexLevel staff member joined this initial site visit as an observer.
- October 29, 2012: the LIT team commenced weekly (as-needed) meetings with the consultant online using videoconferencing or telephone. Meeting minutes are available for meetings by request
- October 30, 2012: The consultant provided the LIT team with a draft site visit report
- December 16, 2012: NexLevel conducted staff surveys of user satisfaction with IT services.
- January 17-18, 2013: The consultant conducted a second site visit, meeting the Library director, members of the Joint Powers Authority Board, the Technology Planning Team, and LIT staff. The consultant also conducted two separate focus groups: Library staff and members of the Santa Cruz community.
- January 21-31, 2013: Public Web-User and In-House Technology User Surveys (the latter including questions regarding the ILS) were conducted and the results reported to the LIT team.
- February 1, 2013: The consultant submitted a dossier containing documentation of Library technology inventories, processes, etc., as requested by NexLevel. Emily Galli collected most of the documents with assistance from other LIT members.
- February-March 2013: The consultant and Technology Planning Team began establishing "buckets" based on loose categories of needs that became apparent in the planning process, which eventually were refined into the tech plan's Goals
- March 11, 2013: Director Teresa Landers shared a draft of the initial Goals with the Library Joint Powers Board.
- April 2013: Final details of the technology plan were completed.

FINAL

©2013 Carson Block Consulting Inc.

Stakeholders

Purpose

The purpose of identifying technology plan stakeholders is to ensure that the Library is aware of those affected by the technology efforts of the Library and consider each when determining technology plan elements. In some cases the Technology Planning Team engaged the groups that have been identified through interviews, surveys or focus groups. In other cases, some stakeholders were simply placed in “front of mind” as the team considered technology plan elements.

The Technology Planning Team itself is intended to be representative of the major stakeholder groups: patrons (represented by front line staff supporting public computing); Library management and staff and IT support.

Technology Planning Team Members

- Teresa Landers (Library Director)
- Emily Galli (IT Systems Services)
- Ann Young (Web Developer)
- Diane Cowen (Virtual Services Coordinator)
- Richard Eberle (Person in Charge, DTN branch)

In addition, Jessie Bunker-Maxwell (IT Specialist III/ILS admin) assisted with task identification related to the ILS Goal (Goal 1)

Primary Stakeholders and Engagement

The Technology Planning Team identified the following **primary stakeholders** and engaged them in various ways, including **interviews, focus groups** and **surveys**:

Stakeholder	Engagement Method
Library Director	Interviews and Focus Groups
Library Staff	Focus Groups and Survey (<i>Survey administered by NexLevel</i>)
Library Patrons - users of in-house technology	Paper Survey
Library Patrons - users of web technology	Electronic Survey
Community Members	Focus Group
Library Board Members	Interviews

FINAL

©2013 Carson Block Consulting Inc.

Select Results from Stakeholder Surveys

Library Staff (Survey conducted by NexLevel)

- 73 responses
- The Library Information Technology department is valued by Library staff, giving the group high marks for LIT's skills, technical knowledge, management of technology, and responsiveness.
- Staff reported dissatisfaction with the Evergreen ILS.
- Staff reported satisfaction with staff technology.
- Staff reported dissatisfaction with public computers.

Patrons (In-house technology)

- 230 responses
- Patrons are satisfied with the Library's self-check stations.
- Patrons reported high satisfaction with assistance from staff and speed of the Library's Internet connection
- Patrons reported low satisfaction with Open Office software
- Patrons reported a desire for improved speed and performance of computers, more computers and longer session times on computers

Patrons (Web users)

- 97 responses
- Patrons reported using functions of the ILS (such as searching for Library materials, placing holds and managing their Library account) as a primary reason for visiting the Library web site.
- Half of those responding to the survey indicated they were unaware of current electronic Library services such as text & email reference, the Discover & Go (museum pass) program, and the ability to reserve a meeting room online.
- Patrons gave the current website high ratings, but also indicated that the site would benefit from improved navigation & layout, greater control over patron account information, and the ability to pay fines & fees online.

FINAL

©2013 Carson Block Consulting Inc.

Select Results from Stakeholder Focus Groups & Interviews

Library Trustees (Interviews)

- Expressed goal of providing excellent Library service to the diversity of communities served by SCPL.
- Desired improvements to the Integrated Library System (ILS).
- Desired a powerful Library web site.
- Desired pursuit of partnerships (such as with the K-12 community) to powerfully serve the public.
- Desired new ways to collect & use data to guide and measure the effectiveness of Library efforts.

Community Members (Focus Group)

- Valued the role of the Library in providing access to technology for all members of the community.
- Valued the Library as center of lifelong learning and as key community gathering place.
- Encouraged developing stronger ties & partnerships with local jurisdictions, educational institutions (including K-12 and higher education), the business community, entrepreneurs, the arts community, and others.
- Highly valued the role of staff in facilitating solutions for Library users.
- Desired improvements in the Library's Integrated Library System (ILS).
- Desired more technology & technology-related services at Library branches and via the Library's web site.
- Desired digitization of SCPL's local history archive.

Library Staff (Focus Group)

- Valued their role of connecting patrons to information, ideas and enrichment.
- Valued needs of high tech, low tech and "no tech" users.
- Desired opportunities for the benefits that partnerships could bring to the Library.
- Desired to find ways to serve technical users better (i.e. adding more power outlets, dedicated spaces for patron video conferencing.)
- Desired improvements to the Library's Integrated Library System (ILS).
- Desired more technology & technology-related services at Library branches and via the Library's web site.

FINAL

©2013 Carson Block Consulting Inc.

Library Management and Implementation of the Technology Plan

The LIT Manager, working with the Systems Services Manager, will oversee the implementation of this technology plan. Responsibility for accomplishing specific Objectives and Action Steps will be delegated to appropriate staff both in LIT and throughout the Library. In some cases, they will work with partners in the community to ensure that Action Steps are completed.

Technology Plan Stages

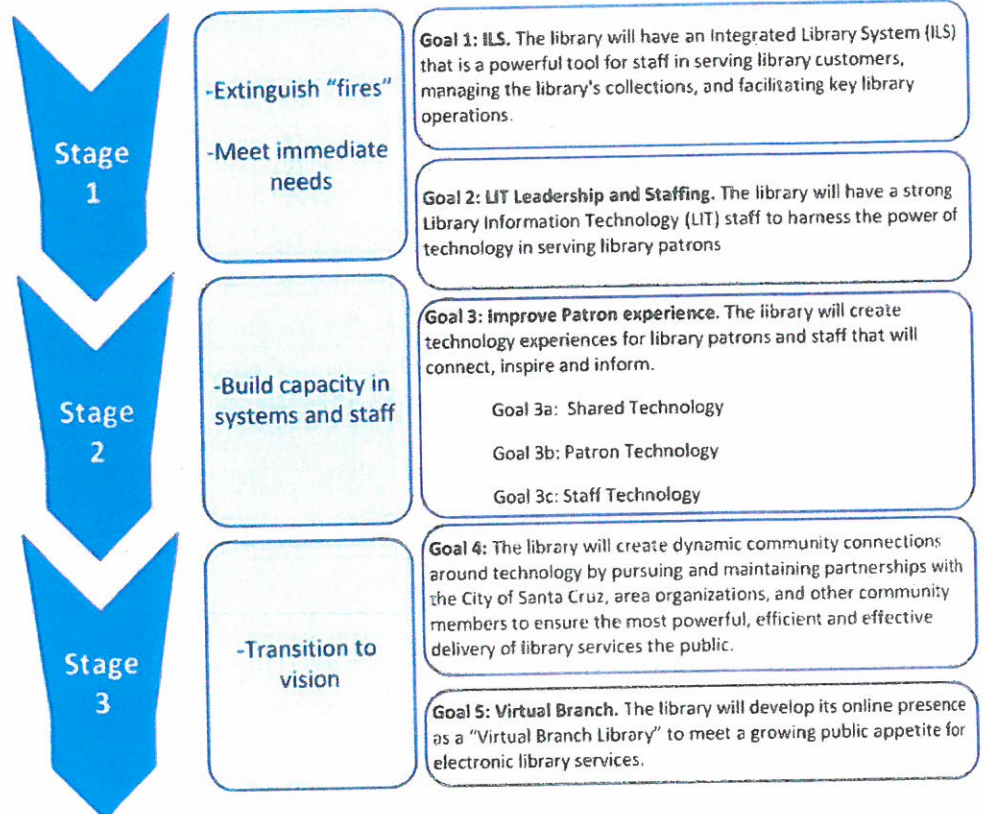
The technology plan is designed to guide the Library through a transformation in the way that technology is used now, and how the Library wishes to use it in the future. The transformation will occur in three stages:

Stage 1: Extinguish “fires” and meet urgent needs (Goals 1 and 2)

Stage 2: Build capacity in systems and staff (Goal 3)

Stage 3: Transition to visionary applications of technology (Goals 4 and 5)

Certain aspects of these stages will naturally overlap with each other throughout the life of the plan as represented in the graphical plan schedule, included as an appendix to this plan. The stages are intended to represent the forward motion of the Library as it works through the technology plan and serve as reference for the Library throughout the plan to determine where it has been, where it is now, and where it is going in the future.



**Santa Cruz Public Libraries
Technology Planning Report
May 2013 - May 2018**

FINAL

©2013 Carson Block Consulting Inc.



<http://www.carsonblock.com>

FINAL

©2013 Carson Block Consulting Inc.

Santa Cruz Public Libraries Technology Plan Goals

Goal 1: The Library will have an Integrated Library System (ILS) that is a powerful tool for staff in serving Library customers, managing the Library's collections, and facilitating key Library operations.

Goal 2: The Library will have a strong Library Information Technology (LIT) staff to harness the power of technology in serving Library patrons.

Goal 3: The Library will create technology experiences for Library patrons and staff that will connect, inspire and inform.

Goal 3a: Technology Shared by Patrons and Staff

Goal 3b: Patron Technology

Goal 3c: Staff Technology and Management

Goal 4: The Library will create dynamic community connections around technology by pursuing and maintaining partnerships with local jurisdictions, area organizations, and other community members to ensure the most powerful, efficient and effective delivery of Library services to the public.

Goal 5: The Library will develop its online presence as a "Virtual Branch Library" to meet a growing public appetite for electronic Library services.

In the following sections, each Goal is described in detail. For each, sample Objectives and/or Action Steps are provided for illustrative purposes. Appendix I is a detailed action plan that describes Objectives and Action Steps to achieve the Objectives. This, in its totality, creates a 5 year technology work plan for the Library. It is presented as an appendix as it is expected to change and evolve over the 5 year time span and is in a format that lends itself to such continuous updating and improvement. The Goals will last for the full life span of the Technology Plan.

FINAL

©2013 Carson Block Consulting Inc.

Goal 1: The Library will have an Integrated Library System (ILS) that is a powerful tool for staff in serving Library customers, managing the Library's collections, and facilitating key Library operations.

The Integrated Library System, or ILS, is perhaps the single most important technological resource of the Library. The business operations of the Library depend on the ILS, and like the Library's data network, the ILS touches all patrons and staff in some manner.

In October, 2011, the Santa Cruz Public Libraries entered a brave new world, full of promise, when adopting an "open source" ILS called Evergreen. The base software in open source software is "free," although many libraries, including SCPL, contract with a vendor for assistance. The "free" in open source represents "freedom" for the Library to have the opportunity to develop the software to meet its needs. Open source can also be considered free as in a "free box of puppies" – meaning not only fun and great potential, but also great responsibility.

While open source ILSs indeed offer great potential, they are also quite literally works in progress. Some features such as circulation perform robustly, while others such as reports, acquisitions, and catalog searching perform poorly or not at all.

During the discovery phase of the technology planning process, the technology planning team discussed the pros and cons of Evergreen in great detail. Over the life of the system at SCPL, staff put in a great deal of work refining and making the software better, while some essential features (including reports) remained elusive. At one juncture, the Library Director, reflecting on the inability to provide even basic statistics such as monthly circulation statistics from the ILS, said it was "embarrassing" not to be able to provide such information to the Library Joint Powers Board. As well, the implementation of Evergreen has a history of issues at SCPL, including service outages, workarounds requiring many staffing hours to address, and complaints from patrons and staff alike on system performance.

Although the base source code for the software is free, there are hard and soft costs associated with open source. A best practice when working with open source is to recognize that the institution is taking a step beyond being a consumer of software and services – and is actually becoming a software developer. When recognizing the developer role, organizations can be successful by investing the time and resources needed to write code, test, and create new and better versions of the software customized to the needs of the organization.

FINAL

©2013 Carson Block Consulting Inc.

The hard costs in open source are mostly around support – essentially, Library or contract staff - whose primary role is to modify and “build” the open-source software in a custom fashion to meet the needs of the Library. Even with the Library’s support contract with the vendor Equinox, SCPL’s experience has shown that there are a great many areas of need that fall outside of Equinox’s scope. If the Library were to attempt software development outside of its contract with Equinox, those changes would not be supported by Equinox, which offers further complications in terms of normal software upgrades.

Even with a commitment to invest in the costs described here, there is no guarantee of success in a development project. At a minimum, the recommendation would be to hire two on-staff programmers to write and adapt code to enable the Evergreen system to meet SCPL needs. The estimated cost of each programmer would be \$100,000 per year including benefits, assuming a programmer skilled in the particular language needed could be found or trained. Training would take a minimum of one year. The purchase of a proprietary system that welcomes the use of third party open source programs would cost about \$300,000 for initial implementation and then \$65,000 per year for annual maintenance and software upgrades. It is also possible that even with programmers on Library staff there would still be some additional support costs, which are not reflected below. It is clear to see that by year two, the proprietary model is the more fiscally responsible one:

TYPE OF SYSTEM	YEAR ONE COST ESTIMATES	YEAR TWO COST ESTIMATES	YEAR THREE COST ESTIMATES	TOTAL 3 YEAR COST ESTIMATES
Evergreen	\$200,000	\$200,000	\$200,000	\$600,000
Commercial Vendor	\$300,000	\$ 65,000	\$ 65,000	\$430,000

After a great deal of examination and deliberation, the consultant recommends that the Library pursue an off-the-shelf system in the service of improved ILS performance for patrons and staff alike. The Library is not abandoning open-source software (indeed – it will continue to use open source in a number of key areas) and in the future may reconsider an open-source ILS. For now, solutions offered by commercial vendors appear to be more in-line with the Library’s current needs.

FINAL

©2013 Carson Block Consulting Inc.

The Objectives for this Goal include several major concerns – including diligence in selecting a new ILS and equal diligence in maintaining performance and stability from Evergreen prior to transition. Another major area addressed is staff training and comfort on the new system.

As well as addressing current needs, this decision also represents the Library moving forward with the tools it needs to collect key data – and to use that data as the basis of management decisions.

Objective 1: Maintain relative stability with the Evergreen system through migration to a commercial vendor.

Sample Action Steps include:

- Create a maintenance plan for Evergreen through migration.
- Create an interim IT staffing plan to facilitate Evergreen maintenance and ILS migration.

Objective 2: Identify and select a new Integrated Library System.

Sample Action Steps include

- Contract for a consultant to help identify and select a new ILS.
- Go through needs identification, RFP preparation and review, vendor selection and contract negotiation process.

Objective 3: Migrate to new ILS.

Sample Action Steps include:

- Train Staff on new ILS.
- Migrate patron and collection data.
- Train the public.

FINAL

©2013 Carson Block Consulting Inc.

Goal 2: The Library will have a strong and experienced Library Information Technology (LIT) staff to harness the power of technology in serving Library patrons.

As the ILS is a mission-critical system for Library patrons and staff, perhaps the most important parts of a Library's technology effort are the people who make it happen.

In December, 2011, the former IT Manager retired, and since then the System Services Manager has been serving in the role. Although The Systems Services Manager is not a technical manager, she has brought a transformation in the way the IT department is viewed by and interacts with general Library staff by expertly bridging the worlds of all Library work groups and LIT. The person serving as Systems Services Manager is respected equally by both groups and has been able to be effective in her current leadership role. The improvements brought must be retained as the Library continues to rebuild its LIT staff.

The System Services Manager's current LIT assignment is only intended as a temporary situation. For the technology efforts of SCPL to thrive and bring transformational services to patrons and powerful tools for staff, the LIT Department needs a qualified and visionary technical manager who can lead technology innovations as well as guide, manage & mentor a talented staff. Among other things, this person must:

- Have technology project management skills.
- Be an excellent communicator.
- Have a thorough understanding of the various technologies used in libraries.
- Possess a keen curiosity about relevant trends.
- Be willing to play an active role in the local Technology Community.
- And most of all have a passion for using technology to serve the public.

The Objectives in this Goal are designed first to identify and hire the type of technical leader that would be the best fit for the Library. Once hired, the new technical manager will be charged specifically with analyzing current roles & job descriptions and making recommendations for a LIT staffing structure that supports implementation of this technology plan, in addition to the broader responsibilities of managing and leading the Library's IT division.

Objective 1: Hire an IT Manager meeting the qualifications described above.

Sample Action Steps include:

- Modify organizational chart and complete job description for new LIT leadership position.
- After obtaining necessary approvals, recruit, interview and hire new IT Manager.

FINAL

©2013 Carson Block Consulting Inc.

Objective 2: Create the correct staffing levels for LIT

Sample Action Steps include:

- Analyze current staffing and review in light of changes brought about by new ILS and the needs identified in this plan.
- Recommend appropriate reorganization and staffing.

Objective 3: LIT is well managed and plays an active role in the leadership of the Library

Sample Action Steps include:

- Project management is standardized and systematic.
- Remote management of PCs is implemented.
- Migrate from IRM to a modern, accessible helpdesk and inventory control system.
- IT Manager represents LIT to leadership and senior management.
- Create a technology replacement schedule for staff equipment.

FINAL

©2013 Carson Block Consulting Inc.

Goal 3: The Library will create technology experiences for Library patrons and staff that will connect, inspire and inform.

The primary reason for technology to exist in the Library at all is to serve the needs of patrons and to provide the tools that staff members need to provide Library services for patrons. In an ideal sense, technology should be both transparent to the user and a powerful part of the Library experience.

The Objectives supporting this Goal follow two major themes: reactive to current needs (as identified through various discovery activities during the technology planning process), and proactive in anticipation of future needs.

This Goal is divided into three subcategories:

- Technology Shared by Patrons and Staff
- Patron Technology
- Staff Technology

Objective 1: Technology Shared by Patrons and Staff: Patrons and staff have technology that serves their respective needs efficiently and effectively.

Sample Action Steps include:

- System is prepared for minor and major disasters:
 - Create IT disaster response & recovery plan.
 - Review and improve data backup processes.
- Network infrastructure is at optimum:
 - Improve network infrastructure.
 - Review and improve the network switches at branches.
- Wireless and mobile access to Library resources is operating at peak levels:
 - Research and implement options for mobile access to current Library resources. Wireless printing is available for public and staff.
 - Measure patron use of wi-fi.
 - Review and improve provision of wireless services.

FINAL

©2013 Carson Block Consulting Inc.

Objective 2: Patron Technology: The public has access to the technological tools that will strengthen their ties to the Library.

Sample Action Steps include:

- Evaluate and upgrade meeting room technology.
- Evaluate and improve Self-Service Options.
- Create a technology replacement schedule for public equipment.
- Improve functionality of public workstations.
- Improve print, copy, scan and fax services at all Library locations.
- Explore and expand in-Library circulation of patron technology such as laptops, tablets, etc.
- Consider alternate computer arrangements to provide for “quiet” and “noisy” computer spaces in coordination with the Facilities Master Plan.
- Measure user satisfaction and respond to suggestions for improvements.
- Provide technology and spaces for target audiences such as teens, bookmobile users, etc.
- In coordination with Facilities Master Plan, any new facility or remodel should take into account patron power needs.
- In coordination with the Facilities Master Plan, create patron computing spaces that take under consideration patron comfort and convenience as related to technology.

Objective 3: Staff Technology: Staff has access to the technological tools that enable them to efficiently and effectively perform their jobs.

Sample Action Steps include:

- Create a comprehensive training program for staff.
- Measure staff satisfaction with technology, training and equipment.
- Implement AMHS where it proves to be cost effective.
- Continue enhancements to staff intranet.
- Identify tools needed for staff to most efficiently do their jobs and provide those tools.

FINAL

©2013 Carson Block Consulting Inc.

Goal 4: The Library will create dynamic community connections around technology by pursuing and maintaining partnerships with local jurisdictions, area organizations, and other community members to ensure the most powerful, efficient and effective delivery of Library services to the public.

Santa Cruz is among a handful of communities in the country with deep ties to the technology sector. With Silicon Valley only a short distance away, there are many members of the Santa Cruz community – both known and unknown – who may benefit from a symbiotic relationship with the Library. With a patron-centered approach to partnerships, such opportunities have the potential to benefit all Library users.

More than just the tech community, the Library has a number of opportunities with others in the dynamic micro-communities making up the Library's service area in the Santa Cruz region – including local jurisdictions, the business community, K-12 schools, and higher education.

One of the greatest challenges for any Library is simply knowing what's happening in different pockets of the community. In an era of increasingly fragmented communications (on a given day, many of us use a dozen non-consolidated ways to interact with each other), a simple strategy of active outreach with key community partners will not only help the Library discover what is happening, but how current and future community resources can be combined to serve citizens.

When pursuing partnerships, the Library will take great care to ensure alignment with the Library's mission and strategic plan and seek opportunities where partners are "better together" than apart.

The actions from the relationship are anticipated to be "pilot projects" for the Library to try in collaboration with one or more community partners.

Objective 1: Forge even stronger partnerships with local jurisdictions to find areas of collaboration that are reflective of the mission of each institution in service of citizens.

Sample Action Steps include:

- Coordinate the use of an agenda management system, such as SIRE, with local jurisdictions.
- Make Library's attendance management system, AESOP, interactive with City of Santa Cruz's Kronos system.
- Work with local jurisdictions to explore Open Data initiatives.
- Explore feasibility of Library's acquisition system (from new ILS) interfacing with City's financial management system, Eden.

FINAL

©2013 Carson Block Consulting Inc.

Objective 2: Forge even stronger partnerships with the K-12 educational community in Santa Cruz County to find areas of collaboration that are reflective of the mission of each institution in service of citizens.

Sample Action Steps include:

- Continue dialogue with local schools to determine what public Library resources are most valuable to them.
- Continue to provide classes for local schools on electronic Library resources.

Objective 3: Forge even stronger partnerships with the business, nonprofit and technology communities to find areas of collaboration that are reflective of the mission of each institution in service of citizens.

Sample Action Steps include:

- New IT Manager is actively involved with the local Tech community.
- Increase collaboration with museums in Santa Cruz County, including the Museum of Art and History, particularly in the area of local history projects.

Objective 4: Forge even stronger partnerships with the local higher education community to find areas of collaboration that are reflective of the mission of each institution in service of citizens.

Sample Action Steps include:

- Work with UCSC on local history projects such as oral history.
- Utilize UCSC and San Jose State interns.
- Explore partnerships with Cabrillo College.

FINAL

©2013 Carson Block Consulting Inc.

Goal 5: The Library will develop its online presence as a “virtual branch Library.”

To build upon work to date (including the selection and successful implementation of a new ILS, improvements in shared, patron and staff computing systems, and the formation of key community partnerships), SCPL will be poised to bring those elements together to build an online presence – a “virtual branch Library” -- with services that rival those available in physical libraries.

The trends are clear: powerful electronic Library services are essential in the information age, and those services are increasingly being demanded in multiple end-user formats, including desktop computers, laptop computers, tablet computers, mobile phones, and other devices.

Building a “virtual Library branch” goes well beyond having a simple website – it requires the same amount of planning, care and resource allocation that a physical branch requires. Success in this area requires a strong base in Library technology mastery, as well as stability in technology services and support.

Objective 1: Develop and implement a vision of the “virtual branch”

Sample Action Steps include:

- The Library will conduct surveys and focus groups to determine patron and staff satisfaction with the current website and test ideas for future services to be offered.
- Based on information above, adapt the web site to meet community needs.
- Upgrade existing Virtual Services Coordinator position to Librarian to lead the development of the virtual branch.

Objective 2: Digitization of Library resources

Sample Action Steps include:

- As part of a larger report on the future of the Library’s local history collection, develop a plan for digitization of the various collections, such as photographs, maps, local magazines and newspapers.
- Digitize the sheet music collection.

**Santa Cruz Public Libraries
Technology Planning Report
May 2013 - May 2018**



FINAL

©2013 Carson Block Consulting Inc.

Many of the initiatives described in the plan can be paid for out of the annual LIT budget. Several, however, will require a commitment of resources beyond the regular operating budget. These are listed here:

INITIATIVE	ESTIMATED COST	ESTIMATED DATE
Migration to new ILS, including cost of a consultant to lead staff through selection and contracting process, temporary staff assignments, cost of the system itself, and migration of data	\$350,000	Begin April 2013 Completion February 2014
Upgrade system wireless technology	\$45,000 total	Completion by June 2014 Some work done by June 2013
Provide laptops or tablets for in-Library use by patrons	\$50-100,000	TBD
Reorganization and possible new positions in LIT	TBD	January 2015
Annual maintenance on new system	\$65,000	Begin March 2015
Redesign of Library Web Site	\$25-50,000	TBD
Convert Branch servers from Linux to Microsoft	TBD	TBD

FINAL

©2013 Carson Block Consulting Inc.

*"What gets measured gets done" – attributed
to various sources*

Evaluation Process and Milestones

This technology plan is intended to be a living document to deliberately guide relevant efforts at the Santa Cruz Public Libraries over a five-year period. The main body of the plan includes the Goals and sample Action Steps that help attain that Goal. In addition, Appendix I is an action plan that, by Goal, establishes Objectives and Action Steps, including resources needed and a timeline or deadline for completion.

Over the five-year period of the plan, the LIT Manager will report progress to the Library's Senior Management Team, three times per year in October, February and June. The Library will provide an update to the spreadsheet in Appendix I indicating progress on each Objective/Action Step and fitting into the following framework:

- Scheduled Objective and/or Action Step is complete.
- Scheduled Objective and/or Action Step is partially complete.
- Scheduled Action Step and/or Objective has been eliminated. (Why?)
- Scheduled Action Step and/or Objective has been deferred. (Why? and When?)
- A new Action Step and/or Objective has been identified.

The LIT Manager will use the Goals as his/her primary guide in working with LIT staff to establish an annual work plan for the LIT division.

FINAL

©2013 Carson Block Consulting Inc.

Appendix I: Objectives and Action Steps

This appendix contains the plan goals with the supporting actions (objectives and action steps) designed to support completion of the goals. As is the nature of planning and implementation, objectives and action steps may change as needed, but the goals of the plan will endure.

Goal 1: The Library will have an Integrated Library System (ILS) that is a powerful tool for staff in serving Library customers, managing the Library's collections, and facilitating key Library operations.

Objective 1: Maintain relative stability with the Evergreen system through migration to a commercial vendor (through February 28, 2014).

- Action Step 1: Identify problems with Evergreen system that need remediation in order for the Library to function until the library migrates off of Evergreen and develop plans for that remediation.
- Action Step 2: Identify current projects that require continued efforts to make Evergreen work for SCPL and evaluate which if any of these projects we must or want to maintain.
- Action Step 3: Create a maintenance plan for Evergreen through migration.
- Action Step 4: Begin work to normalize data in anticipation of migration.
- Action Step 5: Decide on and announce to staff the level of service that Library IT can provide to staff and the public for Evergreen as the migration progresses given maintenance plan requirements.

Objective 2: Create an interim IT staffing plan to facilitate Evergreen maintenance and ILS migration by March 31, 2013.

- Action Step 1: Determine interim IT staffing needs to implement maintenance plan and provide ongoing support based on #1.
- Action Step 2: Arrange for contract and/or consulting services as needed to implement the Evergreen maintenance plan.
- Action Step 3: Appoint a staff person to serve as Migration Coordinator from April 1, 2013 through 30 days post migration.
- Action Step 4: Decide on distribution of duties for both ongoing Evergreen maintenance and ILS migration between Migration Coordinator and ILS System Administrator.

FINAL

©2013 Carson Block Consulting Inc.

Objective 3: Identify budgetary needs for Library IT staff and equipment.

- Action Step 1: Secure outside contract and consulting services such as ILS Selection Consultant, Network/System Administration, etc.
- Action Step 2: Identify interim staff such as Migration Coordinator.
- Action Step 3: Equipment such as replacement for and/or more powerful components for the Evergreen Database Server.
- Action Step 4: Determine costs of migration - see #5 and #6 below.

Objective 4: Identify and select a new Integrated Library System by August 31, 2013.

- Action Step 1: Contract with consultant to advise on and assist with new ILS selection procedures by April 2, 2013.
- Action Step 2: Create staff committees by April 15, 2013 that will assist in evaluating each ILS module during the ILS selection process. Committee responsibilities may include: developing needs assessment lists; research on vendor products; visits to other libraries to evaluate ILS candidates; remote "visits"/interview with other libraries' staff to evaluate ILS candidates; reviewing vendor presentations; and working with the ILS Selection Consultant.
- Action Step 3: ILS Selection Consultant will work with Library staff to create and publish an RFP which will require responses no later than July 20, 2013.
- Action Step 4: ILS Selection Consultant will work with Library staff committees, Migration Coordinator and Library IT to evaluate ILS candidates during the month of August 2013.

Objective 5: Contract for new ILS by October, 2013.

- Action Step 1: ILS Selection Consultant will work with Library Staff and City Attorney and Vendor to produce a satisfactory ongoing maintenance and support contract for the Library.
- Action Step 2: ILS Selection Consultant will work with ILS Migration Coordinator, Library Training Coordinator (and other staff if needed) to develop a one-time, initial training contract/agreement that will provide a test system on which staff training can be done.
- Action Step 3: ILS Selection Consultant will work with Library ILS System Administrator, ILS Migration Coordinator and other appropriate library staff to develop a migration services contract.

Objective 6: Migrate to new ILS by February 28, 2014.

The decision on Goal 1, Objective 2, Task 4 will determine who will be responsible for some of the following tasks, so responsibility is not noted in this task list.

- Action Step 1: Announce migration decision to Equinox by March 31, 2013.
- Action Step 2: Review migration procedural document from new ILS vendor.

FINAL

©2013 Carson Block Consulting Inc.

- Action Step 3: Make arrangements as needed with Equinox to extract our data unless new ILS vendor will be handling this.

Objective 7: Train Staff on new ILS by February 28, 2014.

- Action Step 1: ILS Migration Coordinator and Library Training Coordinator will work together with the new ILS vendor to develop and schedule staff training.
- Action Step 2: ILS Migration Coordinator will develop a staff training manual.
- Action Step 3: ILS Migration Coordinator will develop documentation for procedures, policies and workflows.

Objective 8: Train Public on new ILS (ongoing)

- Action Step 1: Determine appropriate ways to inform public that ILS is changing.
- Action Step 2: Create learning and communication opportunities for public through staff engagement.

Goal 2: The Library will have a strong and experienced Library Information Technology (LIT) staff to harness the power of technology in serving Library patrons.

Objective 1: Hire an IT Manager meeting the qualifications described above by August 31, 2013.

- Action Step 1: Review and revise organizational chart and job description in coordination with City Human Resources Division by June 30, 2013.
- Action Step 2: If necessary, get LJPB and City Council approval of revised position by June 30, 2013.
- Action Step 3: Post position by July 8, 2013.
- Action Step 4: Recruit, interview and hire by August 31, 2013.

Objective 2: Create the correct staffing levels for LIT by January 2015

- Action Step 1: Analyze current staff responsibilities and tasks by April 30, 2014.
- Action Step 2: Determine needed staff responsibilities and conduct a gap analysis by May 31, 2014.
- Action Step 3: Make recommendations for staffing reorganization and/or additional staff needed by June 15, 2014.
- Action Step 4: Work with City Human Resources to revise and create job descriptions as needed by July 30, 2014.
- Action Step 5: Get new positions approved by LJPB and City Council for midyear FY14/15 budget adjustment year by October 2014.

FINAL

©2013 Carson Block Consulting Inc.

- Action Step 6: Reorganize and/or hire new positions by January 2015.

Objective 3: LIT is well managed and plays an active role in the leadership of the Library

- Project management is standardized and systematic by 12/31/13.
- Remote management of PCs is implemented.
- Migrate from IRM to a modern, accessible helpdesk and inventory control system.
- IT Manager represents LIT to leadership and senior management.
- Create a technology replacement schedule for staff equipment.
- Move LIT from reactive to proactive posture.

Goal 3: The Library will create technology experiences for Library patrons and staff that will connect, inspire and inform.

This Goal is divided into three subcategories:

- Technology Shared by Patrons and Staff
- Patron Technology
- Staff Technology

With technology plan goals 3-5, the new manager of LIT will be responsible for scheduling and implementing objectives and action steps. Objectives and action steps for goals 3-5 have been assigned a priority to assist in scheduling and implementation.

Objective 1: Technology Shared by Patrons and Staff: Patrons and staff have technology that serves their respective needs efficiently and effectively.

Action Steps - Priority 1

- Complete network fiber migration - AT&T (current project planned from 3/13 through 7/31/2013).
- Complete current wireless project (current project planned from 6/1 through 8/31/13).
- Count use of patron WiFi.
- Build domain controller (after fiber project completed).
- Build Windows deployment toolkit server.
- Establish inventory and replacement schedule for all library technology.
- Review service contracts on major network and server components.
- Review Cruzio agreement and stats to determine if co-location environmental conditions are proper (i.e. review Cruzio SLA).

FINAL

©2013 Carson Block Consulting Inc.

- Collect and use data to inform library decisions: desired impacts, identification, collection & patron privacy/confidentiality.
- Improve remote management of PCs.
- Create IT disaster response & recovery plan.
- Replace projector in Downtown library - IR problem with remote (following the ILS migration).

Action Steps – Priority 2

- Migrate to managed switches at branches.
- Consider adjustments to on-call and weekend coverage; staff currently "on call" 24/7 with no backups for each other.
- Perform technology budget review and adjustments annually.
- Deploy two-monitor setups for ref (one screen for staff, other for patron).

Action Steps – Priority 3

- Consider adding "makerspaces" to select library locations.
- (With facilities plan) Perform a power audit of all library buildings and add power conditioning where patrons need it (seating & other areas).
- (With facilities plan) explore ways to standardize cooling and security for any closed equipment rooms.
- Conduct study to determine viability of RFID.
- (With facilities plan) Inventory data cabling at all library locations and plan wiring upgrades (minimally to category 6 and a certified wiring installation).

Objective 2: Patron Technology: The public has access to the technological tools that will strengthen their ties to the Library.

Action Steps – Priority 1

- Consolidate patron workstation computer builds into single platform to offer preferred computing experiences and software (i.e. Microsoft Office).
- Consider adding a print and time management system for patron computers (Print/time management to follow standardization of patron workstations).
- (With facilities plan) Standardize a/v in all meeting rooms throughout the library system.

FINAL

©2013 Carson Block Consulting Inc.

Action Steps – Priority 2

- Offer patron printing on WiFi network.
- Expand in-library circulation of patron technology, including in-house mobile devices (following the ILS migration).
- Improve points of self-service: improve self-checks (technology and placement in branches) to meet goal of 80-85% use.
- Improve Teen Spaces with technology.
- Consider adding more technology and technology services to the bookmobile.
- Offer increased support for SoHo (Small Office/Home Office) users.
- (With facilities plan) Seek ways to offer patrons comfortable and roomy computer spaces.

Action Steps – Priority 3

- (With facilities plan) Study the viability of adding Automated Materials Handling to automate aspects of materials returns at one or more branches.

Objective 3: Staff Technology: Staff has access to the technological tools that enable them to efficiently and effectively perform their jobs.

Action Steps – Priority 1

- Take steps to increase staff technology comfort & mastery; consider creating "Technology Sherpas" in staff labs and offer tech assistance to patrons in labs and on the floor.
- Upgrade staff technology in accordance to technology replacement schedule.
- Implement an Agenda Management System.
- Improve data backups.

Action Steps – Priority 2

- Provide technology support for any new staffing initiatives such as "roving reference."
- Consider using vendor to retroactively clean patron database.
- Migrate from IRM to a modern, accessible helpdesk and inventory control system (following the ILS migration).

Action Steps – Priority 3

- Consider "Fob" system for building & secure access.
- Explore ways to synchronize electronic timecard systems between the library and the City.

FINAL

©2013 Carson Block Consulting Inc.

Goal 4: The Library will create dynamic community connections around technology by pursuing and maintaining partnerships with local jurisdictions, area organizations, and other community members to ensure the most powerful, efficient and effective delivery of Library services to the public.

With technology plan goals 3-5, the new manager of LIT will be responsible for scheduling and implementing objectives and action steps. Objectives and action steps for goals 3-5 have been assigned a priority to assist in scheduling and implementation.

Objective 1: Forge even stronger partnerships with local jurisdictions to find areas of collaboration that are reflective of the mission of each institution in service of citizens.

Action Steps – Priority 1

- Coordinate the use of an agenda management system, such as SIRE, with local jurisdictions.
- Make Library's attendance management system, AESOP, interactive with City of Santa Cruz's Kronos system.

Action Steps – Priority 2

- Investigate ways to integrate eGov services into library services.
- Work with local jurisdictions to explore Open Data initiatives.

Objective 2: Forge even stronger partnerships with the K-12 educational community in Santa Cruz County to find areas of collaboration that are reflective of the mission of each institution in service of citizens.

Action Steps – Priority 1

- Continue to provide classes for local schools on electronic Library resources.

Action Steps – Priority 2

- Continue dialogue with local schools to determine what public Library resources are most valuable to them.

FINAL

©2013 Carson Block Consulting Inc.

Objective 3: Forge even stronger partnerships with the business, nonprofit and technology communities to find areas of collaboration that are reflective of the mission of each institution in service of citizens.

Action Steps – Priority 1

- The New IT Manager will be actively involved with the local Tech community.
- Develop networking, community awareness and other outreach skills to develop “relationship- radar” to explore ways to discover what community innovations are happening and find opportunities to collaborate.

Action Steps – Priority 2

- Increase collaboration with museums in Santa Cruz County, including the Museum of Art and History, particularly in the area of local history projects.
- Create partnerships within the business community.
- Find partnerships in the innovators’ community, from “two guys in their garage” (inventors, innovators & startups) to more formal organizations such as the Makers’ Factory.

Objective 4: Forge even stronger partnerships with the local higher education community to find areas of collaboration that are reflective of the mission of each institution in service of citizens.

Action Steps – Priority 1

- Explore UCSC as a community partner.
- Utilize UCSC and San Jose State interns.

Action Steps – Priority 2

- Work with UCSC on local history projects such as oral history.
- Explore partnerships with Cabrillo College.

FINAL

©2013 Carson Block Consulting Inc.

Goal 5: The Library will develop its online presence as a “virtual branch Library.”

With technology plan goals 3-5, the new manager of LIT will be responsible for scheduling and implementing objectives and action steps. Objectives and action steps for goals 3-5 have been assigned a priority to assist in scheduling and implementation.

Objective 1: Develop and implement a vision of the “virtual branch”

Action Steps – Priority 1

- Upgrade existing Virtual Services Coordinator position to Librarian to lead the development of the virtual branch.
- Look at best of breed (including San Jose PL UX, others) as inspiration for possible website services

Action Steps – Priority 2

- The Library will conduct surveys and focus groups to determine patron and staff satisfaction with the current website and test ideas for future services to be offered.
- Based on information above, adapt the web site to meet community needs.

Objective 2: Digitization of Library resources

Action Steps – Priority 1

- As part of a larger report on the future of the Library’s local history collection, develop a plan for digitization of the various collections, such as photographs, maps, local magazines and newspapers.

Action Steps – Priority 2

- Digitize the sheet music collection (only for works in the public domain)

000068

2.3.3 Library

The Santa Cruz Public Libraries (Library) operate under a Joint Powers Agreement between the County of Santa Cruz and the cities of Capitola, Santa Cruz and Scotts Valley. A Library Joint Powers Authority Board is comprised of elected officials from each jurisdiction and three citizens. The City of Santa Cruz is contracted to provide legal, financial, and personnel services to the Library. The Director of Libraries is a City Department Head and, as such, reports to the City Manager, and all Library staff are employees of the City of Santa Cruz. The City and Library have separate data centers and separate technology support staff. The information in this section provides a high-level overview of the Library's technology environment and makes recommendations that should be considered in the longer-term to improve Library technology support functions.

The Library has ten branches: Aptos, Boulder Creek, Branciforte, Capitola, Downtown, Felton, Garfield Park, La Selva Beach, Live Oak and Scotts Valley. The Library also operates a bookmobile and created and maintains its own web site. The web site is considered "the eleventh branch" of the Library and provides access to the Library catalog and all of the Library's electronic and virtual resources, including the Local History database, Community Information Database (CID), ebooks, eaudiobooks, and over 75 reference databases. Four of the branches are connected to the wide area network (WAN) with fiber optic cable. Conversion of the remaining six branches to fiber connectivity is underway. Wireless network access (Wi-Fi) is provided throughout the facilities. The Wi-Fi networks are available for use by the public, and secured network access is available for Library staff.

The Library's primary business applications include:

- Evergreen ILS (Integrated Library System), an open source system that manages the online catalog, patron accounts, and the acquisition, cataloging and circulation of library materials.
- Library web site
- Library Intranet
- AESOP, an application that helps manage staff absences and schedules shifts that require coverage
- Google Gmail/Google Drive (Google Apps for Business)
- Microsoft Office applications for staff and public.

The Library also utilizes Kronos, EDEN, and the City's Intranet, which are supported by the City's IT Division.

The Library uses open source products to support the public workstations located in the branches. Each branch has a terminal server running the Linux Ubuntu operating system, an open source office productivity software suite, and supporting applications (e.g., Java, Flash, etc.). At login, an image downloads from the branch server to the public workstations located in the branch. The public workstations do not have hard drives or active USB ports. Almost all branches provide workstations with Microsoft Office for patron use.

The Library's data center is located at Cruzio (a local colocation and Internet vendor), with additional servers and network equipment housed in the Downtown branch in a large room that also serves as office space for the Library IT staff members. Most of the Library's primary business applications run on the equipment at Cruzio. Exceptions are hosted services, such as Aesop and Google Applications for Business, as well as City applications, such as Kronos and Eden. The Library hosts its own web site. The telephone system is a Voice over Internet Protocol (VoIP) telephone system supported by Junction Network and using their hosted OnSip system. This system serves all library facilities throughout the County. Cruzio provides Internet connectivity.

The five members of the Library IT staff are managed by a senior manager who is serving as the Interim IT Manager. The Library IT staff is responsible for supporting the wide area network, the hardware (computers, laptops, and printers), the Library's ILS and web site, file servers, database applications, telephone and voice mail systems, and provide help desk services to Library staff. Library IT staff contract with Equinox Software, Inc. (ESI) for support of the Evergreen ILS (Integrated Library System).

The Library IT staff use IRM help desk software, which is available to all staff users on the Library's Intranet. This is an open source application customized by Library IT staff. The application also provides asset inventory management (printers, computers, monitors, etc.).

Recommendations

- ◆ The Library technology staff have little cross-training or backup for their positions. It would be beneficial to work with the City's IT Division to learn each other's job responsibilities and support methodologies where knowledge, skills and abilities so warrant. In this way, both organizations could gain backup support and supplemental technical resources not available today.
- ◆ As opportunities present themselves, it could be beneficial to consider consolidating the Help Desk systems, VoIP systems, email applications, and data centers into a single operation or program. These consolidation opportunities should be explored if mutually beneficial, reduce costs, maintain or improve service levels, or improve efficiency and effectiveness
- ◆ Continue to develop and finalize technical documentation for all systems used within the Library. This documentation should include network diagrams, equipment configurations, operational procedures, desktop images, application interfaces, and databases. Documentation is critical for disaster preparedness and staff turnover.
- ◆ When considering the acquisition of major library technology (hardware and software), the Library should work with the Chief Technology Officer in order to leverage or share resources and identify areas of potential mutual benefit and cooperation.
- ◆ As the City acquires new business applications, the specific needs of the Library should be taken into consideration. It would be helpful for the Library Director to participate in the City's Technology Council with all of the other Department Heads. The Library Technical Manager should hold regular meetings with the CTO, and identify opportunities for the two IT staffs to work together on projects.

SAMPLE: ACTION STEPS FOR TECH PLAN

4 year Tech Action Steps	Dates	Facilitator	Resources needed	Comments	PROGRESS
Goal 1, Objective 4 Contract with consultant to advise on and assist with new ILS selection procedures by April 2, 2013.	8/31/13	Teresa	Kira, Attorney, SC City HR	Melissa Stockton of Quipu Group selected	DONE
Create staff committees by April 15, 2013 that will assist in evaluating each ILS module during the ILS selection process. Committee responsibilities may include: developing needs assessment lists; research on vendor products; visits to other libraries to evaluate ILS candidates; remote "visits"/interview with other library's staff to evaluate ILS candidates; reviewing vendor presentations; and working with the ILS Selection Consultant.	4/15/13	Richard	Melissa, Metis	Core Group and Needs Assessment Groups created	DONE
ILS Selection Consultant will work with Library staff to create and publish an RFP which will require responses no later than July 20, 2013.	4/15-5/28/13	Melissa/Richard	Core group	posted 5/22/13	DONE
ILS Selection Consultant will work with Library staff committees, Migration Coordinator and Library IT to evaluate ILS candidates July-August, 2013.	7/3-8/20/13	Melissa/Richard	LIT, Core Group, all staff		
Goal 1, Objective 5	10/31/13				
ILS Selection Consultant will work with Library Staff and City Attorney and Vendor to produce a satisfactory ongoing maintenance and support contract for the Library.	8/21-9/30/13	Melissa/Richard	Core Group, Kira, Teresa, Attorney, SC City HR, ILS vendor		
ILS Selection Consultant will work with ILS Migration Coordinator, Library Training Coordinator (and other staff if needed) to develop a one-time, initial training contract/agreement that will provide a test system on which staff training can be done.	8/21-9/30/13	Melissa/Richard	Heather P.,		
ILS Selection Consultant will work with Library ILS System Administrator, ILS Migration Coordinator and other appropriate library staff to develop a migration services contract.	8/21-9/30/13	Melissa/Richard	Jessie		
Goal 1, Objective 6	2/28/14				
Announce migration decision to Equinox.	3/31/13	Teresa	Emily, Ann		DONE
Review migration procedural document from new ILS vendor.	10/7-10/31/13	Jessie	Richard, Tech Manager, Equinox		
Make arrangements as needed with Equinox for data extraction.	11/1/13-3/31/14	Jessie	Richard, Ann, Equinox		

Staff Report
Library Joint Powers Board

DATE: 5/23/13

AGENDA OF: 6/03/13

DEPARTMENT: City of Santa Cruz Finance Department
BY: Marcus Pimentel, City of Santa Cruz Finance Director

SUBJECT: Library Reserve Levels- Recommendation

RECOMMENDATION: That following the Finance Committee's recommendation, the Board amend the Board's Budgetary Policy to (a) replace the 5% operating reserve and future 10% reserve with a System Wide Stabilization Arrangement (i.e., Reserve) at a 2-month funded level; and (b) adopt a Library operating fund Surplus policy.

BACKGROUND: On April 6, 2009, the Library Board approved two primary reserve related requirements; that it maintain an operating reserve equal to 5% and that 8% of its revenue stream be dedicated for Materials purchases. Almost two years later, on April 4, 2011, the Board subsequently adopted a goal of reaching a 10% reserve by Fiscal Year 2016/17 with a goal of increasing available "Fund Balance" to 5% of revenues by Fiscal Year 2015/16 for unexpected service model funding.

On April 22, 2013, the Finance Committee reviewed various reserve recommendations prior to incorporating alternatives into the Board's May 6, 2013 Budget 13/14 review. Subsequently, during the May 18, 2013 Board Retreat, the Board held additional discussion regarding reserves and surplus policies. On May 20, 2013, the Finance Committee reviewed and made its final recommendation to adopt a 2-month reserve effective immediately and supported the surplus policy. The Committee will bring back, for additional discussion in the coming year, other reserve recommendations surrounding a 2-week operating reserve and a capital reserve.

As of the close of April 2013, the Library's cash balance was 22.3% of its budgeted revenue, or equivalent to 2.7 months.

On June 6, 2011, the Library Board was required to adopt new GASB Accounting requirements for fund balance and reserves. GASB replaced prior Fund Balance categories (or reserves) with specially defined new categories of Nonspendable, Restricted, Committed, Assigned and Unassigned (listed respectively from the most restrictive to the least restrictive). The first two categories can only be established by third parties. The third category of a "Committed" reserve can be created by the Library Board. The Library Director (staff) can create any "Assigned" reserve. The final category, "Unassigned" is just that, all remaining fund balance without any higher level restrictions. Note that it would still require the Library JPA Board's approval to appropriate budget dollars using any "unassigned" Fund Balance. Another action of the GASB requirements was to limit the ability to show within the face of the Library's financial statements reserves to only those reserves that meet the strict requirements defined within GASB 54's "Stabilization Arrangements" section. Therefore, we are using this technical reference with regard to our reserve recommendation.

Within the action to adopt the new Fund Balance policy, the Board also authorized the elimination of the Capital Projects Reserve Fund and Contingency Reserve Fund but retained the "5% cash flow reserve", a "Technology" reserve accounted for as a Special Fund (#956) and

000072

a "Felton" reserve accounted for as a Special Fund (#960). The Library also holds a "Vehicle Replacement" reserve within a Special Fund (#961).

In addition to the reserves included in the GASB policy, the Library also maintains restricted trust accounts whose funding is segregated from any other operating, general reserve or Special Fund accounts. They include the following restricted trusts; McCaskill (2 accounts), Finkeldey, Whalen, Leet-Corday, Morley and Hale.

DISCUSSION: Over the course of the past few months, the Finance Committee has discussed reserve options and, on May 20, 2013 finalized their recommendation to establish a 2-month reserve and adopt a surplus policy. The 2-month reserve will replace the current 5% operating reserve and the future 10% reserve that was to be funded by FY2016/17.

The uses of the 2-month reserve could include unanticipated but significant drops in revenue or new operating or facility immediate costs to preserve safety or operations. For example, the closure of a significant sales tax retailer would allow the Board to dip into this reserve to keep operations funded while providing time for evaluation of new budget strategy. Another potential use could be for the sudden and immediate need to protect the community or library patrons from a facility failure (such as damage to the floors, wall or ceiling).

As a point of comparison, presented below are examples of other Library reserve policies. These libraries were identified during a statewide survey of systems similar in structure.

Palos Verdes	Rancho Cucamonga	Santa Clara County	GFOA- National Association
1. 6-month Op. expenses 2. 5% Minimum for emergency 3. Next Year's "asset replacement" 4. Election years-pay election expenses of Board 5. Additional 5% for emergencies	1. 50% reserve 2. formally included a "Redevelopment Agency" capital reserve	No policy	2-month minimum consideration

In addition, the City of Santa Cruz conducted research of reserve policies of 9 comparable cities as summarized in the table below:

Santa Cruz	Davis	Monterey	Napa	Palm Springs	San Luis Obispo	Santa Barbara	Santa Maria	Ventura
10% of budget	15% of revenue	15% of revenue	15% of exp	10% of budget	20% of op costs	25% of op bud	25% of op bud	90 days plus \$3M catastrophic

RECOMMENDATION: Staff's recommendation is that the Board adopts a 2-month reserve policy and a surplus policy. The impact of these two actions is summarized below.

Reserve/Funding Category	Staff Recommendation	Current Funding Level	New Funding Level
System Wide 2-month	Increase from 5% to 2-months (16.7%)	\$ 604,450	\$ 2,014,833
Surplus Policy	Distribution of annual surplus; limited to 1/3 of the lowest surplus in the last 3 FY's	n/a	est. \$260,000

The reserves that will be considered in the future, based on results of future operations, include, but may not be limited to:

Reserve/Funding Category	Staff Recommendation	Current Funding Level	Proposed Increase
Materials	Increase from 8% to 12%	\$ 909,826	\$ 460,000
Facility Capital Projects	Reestablish based on unfunded projects	n/a	Tbd
Operating	Reestablish with a 2-week level	n/a	\$ 440,000

RESERVE & POLICY DEFINITIONS

Following are the legally required guidelines to be adopted by the Library Board to adhere to GASB requirements for establishment of official reserves.

[1] Library Joint Powers System Wide Stabilization Arrangements (amendment to Fund Balance Policy)

It is in the best interest of the citizens of Santa Cruz County, who rely upon the Library System, that a portion of the Library's Fund Balance be set aside in a Library System Wide Stabilization Arrangement in order to provide a reserve against certain specified conditions listed herein that are sudden and unexpected drop in revenues and/or unforeseen emergencies including unanticipated expenditures of a nonrecurring nature or unanticipated adverse financial or economic circumstances that would lead to operating shortfalls.

Therefore, the Library Board shall, by Resolution, authorize the establishment of a continuing and non-lapsing Stabilization Arrangement as an amendment to the Board's Fund Balance Policy.

Note that included in the specific use circumstances below is the ability to temporarily, for pure timing situations, fall below this arrangements funding level. This provides cash-flow flexibility when the timing of a revenue source or prepayment of a large expenditure would cause, for example, the reserve to be temporarily reduced.

System Wide Stabilization Arrangement amount. The funding level shall be equal to but can exceed the equivalent of 2-months of the current fiscal year's Adopted Total General Fund Operating Revenue Budget.

Contributions and immediate funding of the System Wide Stabilization Arrangement. The Library Board shall authorize the Library Director to maintain a minimum balance defined above through transfers of available ending Fund Balance after the Budget is adopted for the upcoming year, but before the end of the current fiscal year.

Therefore, given that the Library's current cash balance as of the month ended April 30, 2013 is already in excess of 2-months of the General Fund's Operating Revenue Budget for FY12/13, the Library Board shall authorize the Library Director to fully fund this arrangement.

Conditions under which the System Wide Stabilization Arrangement may be spent.

Appropriations shall require a Resolution from the Library Board approved by a majority of the Board. However, if there is an urgent safety need, the Library Director can authorize expenditures of this fund provided it is brought back to the board at its next Board meeting.

Under either case, the Library Director, shall within 6 months, present to the Board a plan and timeline for replenishing the Arrangement to its minimum funding level. Requests for

appropriations shall occur only after exhausting current year's budgetary flexibility and spending of the current year's appropriated contingency, if any.

Circumstances where the Stabilization Arrangement can be spent are:

1. Within a 12-month period, funding can be used for cash-flow purposes when timing requires a one-time reduction in cash that will be 100% restored within 12-months.
2. Unanticipated Library revenues, in total, are expected to decline more than 1 percent of total projected, and actual revenues for one of the following major revenue sources are projected in the current year to fall below the actual amount from the prior year:
 - a.) Sales Taxes
 - b.) Maintenance of effort contributions
3. If any one of the unforeseen and non-recurring events listed below occur that create significant financial difficulty for the Library and are in excess of the current year's appropriated contingency:
 - a.) Sudden and unexpected significant facility failures that threaten the immediate safety of Library patrons, staff or the community;
 - b.) Declaration of a State of Emergency by the Governor;
 - c.) Unanticipated expenditures as a result of legislative changes from State/Federal governments in the current fiscal year;
 - d.) Acts of Terrorism declared by the Governor or the President of the United States;
 - e.) Acts of Nature which are infrequent in occurrence.

[2] Library Surplus policy (new).

It is in the best interest of the citizens of Santa Cruz County who rely upon the Library System that the Board makes prudent use of one-time resources to provide stability and sustainability to the Library's operations.

Therefore, the Library Board shall by Resolution authorize that beginning with the results of Fiscal Year 2013-14, any future amounts attributed to one-third (1/3) of the Library's last year's audited General Fund surplus (defined as "Net Change in Fund Balance" as contained within the annual Basic Financial Statements "State of Revenues, Expenditures and Changes in Fund Balance-Governmental Fund") shall be used for the purposes as outlined below in priority order:

1. To take advantage of prepayment, one-time operating discounts such as CalPERS Employer Retirement Obligations.
2. To pay down outstanding debt
3. To build up "available Fund Balance" for future, one-time operational purposes
4. To, if after three (3) consecutive years of surplus, increase the operating budget by one-third of the lowest surplus within any single year of the past the three (3) surplus years.

This policy could supplement future policies to allocate one-third (1/3) of any prior year's surplus to fund Materials and another one-third (1/3) to be transferred to the Facility Capital Project reserve.



RESOLUTION # 2013-04

**RESOLUTION OF THE
SANTA CRUZ LIBRARY JOINT POWERS AUTHORITY BOARD
AMENDING THE FUND BALANCE POLICY TO INCLUDE ESTABLISHING A
LIBRARY SYSTEM WIDE STABILIZATION ARRANGEMENT**

WHEREAS, it is in the best interest of the citizens of Santa Cruz County, who rely upon the Library System;

WHEREAS, that a portion of the Library's Fund Balance be set aside in a Library System Wide Stabilization Arrangement;

WHEREAS, in order to provide a reserve against certain specified conditions listed herein that are sudden and unexpected drop in revenues and/or unforeseen emergencies including unanticipated expenditures of a nonrecurring nature or unanticipated adverse financial or economic circumstances that would lead to operating shortfalls.

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that it authorize the establishment of a continuing and non-lapsing Stabilization Arrangement as an amendment to the Board Fund Balance Policy.

PASSED AND ADOPTED this 3rd day of June 2013 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 # 2013-05

**RESOLUTION OF THE
SANTA CRUZ LIBRARY JOINT POWERS AUTHORITY BOARD
ESTABLISH A LIBRARY SURPLUS POLICY**

WHEREAS, it is in the best interest of the citizens of Santa Cruz County who rely upon the Library System that the Board makes prudent use of one-time resources to provide stability and sustainability to the Library's operations;

WHEREAS, beginning with the results of Fiscal Year 2013-14, any future amounts attributed to one-third (1/3) of the Library's last year's audited General Fund surplus shall be used for the purposes as outlined herein.

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that it authorize the establishment of Library Surplus Policy.

PASSED AND ADOPTED this 3rd day of June 2013 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: May 30, 2013
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries
RE: Budget for FY13-14 and annual review of FY 12-13

RECOMMENDATION: Motion to approve the FY13-14 Budget

SUMMARY

The fiscal year that began in July 2012 was much less tumultuous than previous years. The budget was stable and the transition to the new service model, while it will always be a work in progress, was fairly smooth. The budget for FY13-14 builds on the priorities established through the various plans that are now in place: Strategic Plan, Service Model/Staffing Plan, Facilities Master Plan and Technology Plan.

BACKGROUND

Preparation for the FY13-14 budget began in February when overall board priorities for the coming year were discussed. At the May LJPB meeting, the Library Director presented specific budget requests needed to implement those priorities. These were further discussed by the LJPB at a financial planning retreat on May 18, 2013. The budget was also discussed at Finance Committee meetings in both April and May.

At the retreat, the City of Santa Cruz Finance Director, presented a draft of the FY13-14 budget, five year projections, and recommended reserve and surplus policies. The 2-month reserve and the surplus policies will be considered separately. The Finance Committee had an additional opportunity to look in more detail at the FY13//14 proposed budget.

At this time, negotiations with three of the bargaining units representing library employees are underway or soon to begin. The financial impact of these negotiations is, therefore, unknown, and is not included in this proposed budget.

DISCUSSION

The Strategic Plan was adopted in 2010 and governs Library priorities and focus. This budget is, therefore, presented in light of how it meets the strategic objectives set forth in the plan. We will also look back to FY12-13 and review it in the same context.

000078

Reading, Viewing and Listening For Pleasure

FY12-13: Staff in all the branches have been doing displays of seasonal or topical interest. Expenditures for e-books/e-audio materials increased 223% over the previous year. Circulation of e-books increased by 107% (*not a typo*).

FY13-14: . The materials budget at the Board adopted rate of 8% of revenues results in an increase of almost 14% over FY12-13. With a one time additional allocation of \$100,000 for materials, as requested by the LJPB, the materials budget increases to 9% of revenues. These additional funds will be used to improve the availability of bestseller and popular materials.

Lifelong Learning

FY12-13: Classes in how to use e-readers grew geometrically in attendance. At a class in Aptos, in May, 38 individuals showed up. Some of them had never even opened the box after receiving the e-reader as a gift from a well meaning family member.

The Homework Help program is thriving at six locations, up from 4 locations last year.

Tales to Tails also expanded this year to include six branches which is a 100% increase. There is even a reading bunny at La Selva Beach. The Friends and their chapters continue to support library programming for all ages from memoir writing classes to poetry contests and readings to the ever popular summer reading program.

FY13-14: The Homework Help program will continue if the COE continues to support it. Classes will continue to be offered and the Library will be responsive to what the community tells us is needed. The volunteers/handlers/dogs have been identified to add Branciforte and Aptos by the end of the calendar year. Other programs will continue as well, with expansion as resources allow.

Community Connections

FY12-13: Our commitment to developing and maintaining community partnerships did not flag this year. A few of these are: Santa Cruz Writes, Museum of Art and History, Santa Cruz County Office of Education, Community Television of Santa Cruz County, Steinbeck Archive at San Jose State University, Palo Alto Medical Foundation, C-Dog Association, Bookshop Santa Cruz, Scotts Valley Artisans, and Central Coast Small Business Development Center.

Grants received include:

- First 5: \$2,700 for Read to Me Kits
- C-Dog: \$1,000 for Tales to Tails
- Big Read: \$20,000
- COE: \$16,875 for Homework Help

- Taco Bell: \$1,400 for Summer Reading
- PAMF and Friends (\$2,500); Ready Set Read program
- Friends of the Library: \$3,000 to Let's Play (Science kits) and \$1,500 to Music/Tech Project in Scotts Valley

A \$56,000 bequest was received for the purchase of materials for the Branciforte Branch from the estate of Anna Gruber.

The Library received a special video shout out from Astronaut Tom Marshburn from aboard the Space Shuttle.

Community members have been recording snippets of songs in the sheet music database with the videos then posted on the Library's YouTube channel.

The Library now has a presence on Facebook, Twitter, Pinterest Four Square and YouTube. For example: followers on Twitter grew 10% between the second and third quarters of FY12-13 and, on Pinterest, the growth rate was 80%.

Libraries Inside/Out premiered. The initial installation focused on photographs of members of our community that were hung both inside and outside the Downtown Library. This exhibit supports the idea that libraries are places to promote conversations, and have nothing at all to do with silence. In May/June the exhibit expanded to include 6 additional branches.

These are all illustrative of the wide range of partnerships and reach into the community beyond physical walls.

The new Volunteer Coordinator brings 25 years of experience in the field of volunteer management and is working on bringing our volunteer program to the next higher level of effectiveness.

FY13-14: Our commitment to partnerships will continue to thrive. It is difficult to predict what these will be as many are opportunity driven. There is a project developing in partnership with the MAH and UCSC to allow members of the public to scan historical photos they have. They get to keep the photos in a digital form as well as contribute them to the public good through the Library's website.

The volunteer program will grow and the intent is to look to growing the volunteers themselves so they can take over coordination of programs such as Book Buddies and Tales to Tails. In this way, minimal staff time is involved, thereby freeing staff up to take on new challenges. Our two AmeriCorps volunteers are leaving in August. We hope to have them replaced, but may only get one.

The Libraries Inside/Out project continues in cooperation with the Cabrillo Festival of Contemporary Music, the MAH, the Santa Cruz Arts Commission, and Westergaard &

Harrison Exhibition and Design Studio. This newly conceived installation has the same intention- to start the conversation.

Welcoming Place

FY12-13: The Library held its own with regard to its physical facilities. There were some challenges such as a broken part for the Downtown boiler which cost \$5,000. Some small improvements were achieved. The Downtown Library was painted outside and some areas inside; most notably the meeting room which also got new tables and chairs, courtesy of the Friends. Aptos also got new tables. The sheet music collection has been moved and that area is now a small meeting room with limited availability to the public as it cannot be secured from staff areas. The Scotts Valley Friends had another round of successful fund raising and have turned the outside back area of that facility into a useable and welcoming patio.

The major accomplishment was the creation of a Facilities Master Plan to guide decisions regarding the future of our 11 facilities over the next ten years.

The introduction of a security presence at the Downtown Library has proven to be quite successful. The strengthening of the Library Rules of Conduct also contributes to a Welcoming Place for all our patrons.

Virtually, there has been a major expansion in services. The Discover and Go Museum Pass program was introduced, as were Text-a-Librarian, SCPL On the Go (a mobile application), streaming video, and an e-magazine service called Zinio. Digital signs (another gift from the Friends) were introduced at every location.

FY13-14: Implementation of the Technology Plan will be the major focus. Projects for this coming year including migration to a new ILS, improved wireless access, and high speed fiber to all the branches as part of the federal e-rate grant program. The web site is being worked on and significant changes will be made.

There is a one-time allocation of \$250,000 to address egregious issues identified in the Facilities Master Plan. In addition, the Branciforte Branch will receive some attention as we look to ameliorate primarily external security problems at that location.

The Board appointed ad hoc subcommittee to steer the implantation of the Facilities Master Plan was formed in FY12-13 and will make recommendations on an approach early in FY13-14.

Financial Sustainability

FY12-13: The Library expects to finish FY12-13 with a healthy fund balance of \$2.7 million. Of this, \$586,000 will go into the 5% Cash Flow reserve as established by previous Board policy. This is due, in part, to a 1.3% increase over originally projected revenues. There were also significant savings in Personnel (almost 9%) over projections.

This was a result of the restructuring and not knowing at the time the budget was prepared last year exactly what the impact of the restructuring would be.

FY13-14: The proposed operating budget is actually \$254,000 less than FY12-13, largely due to a correction in the Personnel estimates. One-time special expenditures are shown separately. There are no changes in the recommended budget from what was presented to the LJPB conceptually at the May meeting and confirmed at the retreat. It is anticipated that after operating expenses, onetime expenses, and the new 2-month reserve requirements are met, there will be approximately \$400,000 available as unreserved fund balance. As noted above, the results of labor negotiations are not yet known. There are additional reserve recommendations that will be considered in the future and the Library is facing significant costs for the maintenance and improvement of facilities and technology. The actual fund balance at the end of FY12-13 could be affected by \$80,000 in anticipated carryovers for projects budgeted in FY12-13 but not completed.

Organizational Readiness

FY12-13: The Library entered FY12-13 with a carryover of grant funds to be used for staff development. Staff attended conferences with full support of the Library for the first time in many years including the American Library Association Annual Conference which was held in Anaheim. The Library continues to take advantage of a plethora of Webinar opportunities on topics ranging from Dealing with Difficult Patrons to How to Get the Vote Out for a Library Election.

Staff has also been encouraged to take a leadership role in professional organizations. One staff member co-chaired the Future in Libraries conference. The new Volunteer Coordinator is currently President of DOVIA (Directors of Volunteers in Associations) Silicon Valley. Director Landers continues as Chair of the Pacific Library Partnership and is also serving as President of the California County Librarians Association. Several staff have presented at library conferences throughout the State. Staff initiated a monthly staff development program called, Skill Share, whereby a particular topic is addressed at a voluntary early morning program. The focus is wide ranging, and included both in-house and external “experts” for topics such as e-reader training, readers’ advisory training, self-defense, etc.

FY13-14: The allocation for staff development is slightly decreased due to the expiration of grant funds. The reduction is only \$4,500 which indicates strong ongoing support for professional development. Two staff will be presenting at the California Library Association Conference in Long Beach in November. Professional leadership will continue as described for FY12-13. The skill share program will be continued. We are getting closer to implementing an individual development plan program. The full staff development report will be presented in September.

Goals for coming year:

1. Produce reliable reports and develop reasonable set of performance indicators

2. Take steps towards implementing the Facilities Master Plan and establishing a capital maintenance schedule
3. Begin implementation of the Technology Plan
4. Continue developing and maintaining strong community partnerships

The Proposed FY13-14 budget is attached.

PROPOSED BUDGET
FY13-14

	FY 2012-13 PROJECTED	FY 2013-14 PROPOSED
REVENUE		
Sales Tax	\$ 6,291,000	\$ 6,492,000
Maintenance of Effort	5,097,000	5,260,000
Library Fines	200,000	200,000
Donations- Friends	24,000	24,000
Other Revenue	113,000	113,000
Revenue Subtotal	\$ 11,725,000	\$ 12,089,000
PERSONNEL		
Regular Full and Part Time	\$ 4,262,000	\$ 4,803,899
Temporary	692,000	713,000
Misc. Personnel Costs	34,000	11,849
Benefits	1,913,000	2,174,503
Inflation factor	-	-
Personnel Subtotal	\$ 6,901,000	\$ 7,703,251
OPERATING EXPENSES		
Information Technology		
Hardware Maintenance	134,671	6,300
Professional Services Other	98,000	93,500
Software Maintenance		
Services	113,917	128,600
Telecommunications	69,574	167,900
Computer Supplies	99,000	-
Computer Equipment	-	125,000
Subtotal: Information Technolog	515,162	521,300
Library Materials		
Materials	869,826	990,500
Grants and Donations	70,000	80,300
Refunded Fines and Fees	2,000	2,000
Library Functional Supplies	188,500	188,500
Subtotal: Library Materials	1,130,326	1,261,300
Staff Development		
Travel	13,230	15,000
Training	28,975	34,400
LSTA Tuition	12,000	-
Subtotal: Staff Development	54,205	49,400
Utilities		
Water/Sewer/Refuse	59,465	59,500
Electricity	173,400	173,400
Natural Gas	29,200	29,200
Subtotal: Utilities	262,065	262,100
Building O & M		
Building O & M	154,752	187,800
Landscaping	16,645	16,700
Janitorial Services	117,097	117,100
Vehicle O & M	114,613	34,000
Vehicle Replacement Fund	80,666	80,700
Building Equipmt. And Rental	312,409	312,500
Subtotal: Building O & M	796,182	748,800
Supplies and Equipment		
Office Supplies	18,500	19,400
Copier Supplies	7,150	7,200
Janitorial Supplies	18,500	18,500

000083

PROPOSED BUDGET
FY13-14

	FY 2012-13 PROJECTED	FY 2013-14 PROPOSED
Misc. Supplies	57,128	57,100
Office Furniture & Equipment	88,042	42,900
Other Equipment	3,500	3,500
Building Repairs-Library (See Capital Maint.)	67,875	25,000
Subtotal: Supplies and Equipment	260,695	173,600
System Services		
Professional Services		
Fiscal-Audit	577,800	577,800
Unique Management		
Collection Agency	17,000	17,000
Insurance	68,356	70,400
Postage	4,500	3,500
Printing and Advertising	21,750	25,500
Dues and Membership	26,841	27,100
Other Professional & Technical Services	182,500	26,000
Subtotal: System Services	898,747	747,300
Debt Services		
Loan Principal	45,160	-
Other Debt Principal	40,293	-
Loan Interest	15,359	-
Other Debt Interest	159	-
Subtotal: Debt Services	100,971	-
Subtotal: Operating Expenses	\$ 4,018,353	\$ 3,763,800
Net Operating Gain- Before One-time uses	\$ 805,647	\$ 621,950
One Time (capital, Reserve or other)		
ILS Project & ongoing support	-	300,000
Capital Maintenance	-	250,000
Materials	-	100,000
Professional Services	-	50,000
Paydown City Debt	-	268,561
Prepay CalPERS	-	(22,400)
One-time Reserve Allocation	-	(324,212)
Subtotal: One Time (capital, Reserve or other)	-	621,950
Net Operating Gain/(Loss) after One-time uses	\$ 805,647	\$ -
Ending Fund Balance	2,742,458	2,418,247
Less Reserves:	23.4%	20.0%
5% Cash Flow (active)	586,250	-
System- 10% by FY16/17 (replaced)	-	-
System- 2-month (FY13/14)	-	2,014,833
Facility/Capital Projects (tbd)	-	-
2-week Operating (tbd)	-	-
Remaining, Available	\$ 2,156,208	\$ 403,414

000084



RESOLUTION # 2013-06

**RESOLUTION OF THE
SANTA CRUZ LIBRARY JOINT POWERS AUTHORITY BOARD
ADOPTING A BUDGET FOR THE FISCAL YEAR 2013-2014**

BE IT RESOLVED, by the Santa Cruz Library Joint Powers Authority Board that the Budget of the Santa Cruz City-County Library System for the fiscal year 2013-14, as proposed in :

Budget FY13-14 and Annual Review of FY12-13

PASSED AND ADOPTED this 3rd day of June 2013 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

Fwd: SCPL Patron Comment or Suggestion: Sc libraries

WEBMASTER SCPL <webmaster@santacruzpl.org>

Mon, May 13, 2013 at 9:57 AM

To: allstaff@santacruzpl.org

Praise from a new patron.

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!**



Get a signature like this. [Click here.](#)

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

From: <webmaster@santacruzpl.org>
Date: Sun, May 12, 2013 at 7:38 PM
Subject: SCPL Patron Comment or Suggestion: Sc libraries
To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Rob Halbach

PHONE NUMBER: 2780012

EMAIL ADDRESS: Haasgold@yahoo.com

=====

Our libraries and the people that work to sustain them are absolutely awesome!! I just recently got very In to reading books and I can't believe all this goodness is FREE!!! God bless you. Great job

=====

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

commendation for reference librarians Fred Ulrich and Janie Tibbals

Michael Zulli <mickzulli@gmail.com>

Fri, May 24, 2013 at 8:51 AM

To: landerst@santacruzpl.org

Cc: ulrich@santacruzpl.org

Dear Ms Teresa Sanders:

I would like to take this opportunity to commend two of your excellent staff at the main branch of the Santa Cruz Library. On Tuesday, May 24th, 2013 both these professionals displayed excellence in their work as reference librarians. They helped me immensely in a typing project that needed to be completed in a timely fashion, to assist another long - time CA resident who is stuck in a legal dilemma. Their courtesy, patience and professional competence in assisting me with the completion of this typing effort was very much appreciated by me. In fact, I have always received the kindest gestures from all your library staff, in all my years of utilizing your library's services, dating back to 2006.

Respectfully, Mick Zulli

000087

Dear Teresa
and Everyone at SCL,

I want to thank you for the thoughtful green (my favorite color!) SCL bag and letter for volunteering with Tale to Tales. You also want to thank you for the delicious dog treat. We are glad to be one of the many components that make our library system a wonderful place for the reading experience. Sincerely,
Brenda Bergé-Joe

fwd: Great to see this!

WEBMASTER SCPL <webmaster@santacruzpl.org>

Tue, May 21, 2013 at 11:34 AM

To: Metis Group <metis@santacruzpl.org>

Cc: Heather Norquist <norquisthc@santacruzpl.org>

Positive feedback!

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!**



Get a signature like this. [Click here.](#)

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

From: **olav andrade** <olav@mac.com>

Date: Tue, May 21, 2013 at 11:16 AM

Subject: Great to see this!

To: elibrary@santacruzpl.org

Hey there,

It is so nice to see the library getting involved with e-books and lending over the internet. I'd only vaguely been aware of this; the last time I visited a branch must have been years ago. I dusted off my library card, had my password reset (nice to see that online too!), and was able to get access to the Overdrive listings without further ado, and pulled down an audio book I'd been eyeing, but wasn't interested in purchasing.

As a tech professional, I'm especially excited to see access to the Safari Online collection; I have a ton of printed tech books that are long out of date and should be tossed. For perhaps the last 5 years I've been sticking to e-book versions. These can still be expensive, especially if it's a book that I won't refer to often. Having access through the library gives me access to the book for the chapter or two that I need.

I'm definitely going to be using the public library more now that I'm aware of your e-book offerings.

Thank you!

-olav

000089

SCPL INCIDENT LOG (Print 27th to 26th for LJPB Packet)

Date M/D/YR	Branch	Time HH:MM	Brief Description	Staff Involved	Steps Taken	Roving Guard Called	911 Called	CMT Called	Bld.Mtc. Called
4/28/13	DTN	3:35pm	30 Day Ban issued to Mr. Tod Mastrandrea	Jennifer Cockerill, Fred Ulrich, Gale Farthing	Ban expires 5/28/13	Yes	No	No	No
4/30/13	SV	4:45pm	Patron had seizure in the library	Kathleen Frey	Ambulance took patron to hospital. Bldg Maint called to clean up & sanitize carpet.	No	Yes	No	Yes
5/6/13	DTN	10 am	Patron complained about other patron's excessive fragrance	Diane Cowen	Staff is going to speak to patron	No	No	No	No
5/8/13	BC	9:30am	Employee Kari Gunn tripped and fell between the ramp & concrete barrier outside the branch.	Kari Gunn & John Yarbro	Cleaned hands, face and knew with antibacterial wipes.	No	No	No	No
5/9/13	DTN	11:15am	Young girl (15 months) stumbled and hit her head	Jennifer Cockerill	Recommended to grandparents to take child to doctor	No	No	No	No
5/9/13	DTN	4:00pm	Abusive/confrontational patron entered library to charge his phone and sleep (on several occasions)	John Ottenberg	Patron reminded of code of conduct and asked to leave	Yes	No	No	No
5/11/13	GP		Briann Maciel tripped on a gopher hole in the front lawn resulting in a sprained ankle	Catherine Workman	Staff was informed a week later, mother was unsure about the date of incident	No	No	No	No
5/14/13	DTN	12:00pm	Guard alerted of a patron being confrontational/threatening with patrons and staff	Victor Willis, John Ottenberg	Patron warned but continued to be confrontational. Patron verbally ejected but returned. Formal ejection will be given when patron returns.	Yes	No	No	No
5/15/13	DTN	2:00pm	Male hit guard in the knee with his bike after being asked move his belongings from blocking the walkway.	John Ottenberg	Patron left the scene. Upon his return he will be issued a 30 day ban.	Yes	No	No	No
5/16/13	B40	9:00am	on various days (5/10; 5/14; 5/16) cigarette butts, garbage, human excrement were found by the back emergency door.	Lauren Suhd, Matt Kiernan, Rowan Rammer		No	No	No	No

000090

Website Hits for April 2013

Ann Young <younga@santacruzpl.org>

Wed, May 1, 2013 at 1:45 PM

To: Kira Henifin <henifink@santacruzpl.org>, Teresa Landers <landerst@santacruzpl.org>

Here is a breakdown for April:

Total visits: 121,594 (SCPL website: 83,954; SCPL Catalog: 37,640)

Total pageviews: 490,265 (SCPL website: 162,910; SCPL Catalog: 327,355)

The top content sources for the above pageview statistics are:

SCPL Catalog - 327,355 pageviews

SCPL homepage - 67,774 pageviews

Branch pages - 16,583 pageviews

Internet Resources (links to subscription databases) - 11,691 pageviews

Local history articles - 11,479 pageviews

Community Information Databases - 9,369 pageviews

Kids page - 8,547 pageviews

Local history photo gallery - 6,516 pageviews

Teens page - 3,410 pageviews

Ematerials (links to ebook, eaudio vendors) - 3,403 pageviews

Library services - 3,133 pageviews

Evergreen FAQ/Tutorials - 2,524 pageviews

Newspaper Clipping Index - 2,398

Reader's Link (Staff pick book reviews, etc.) - 2,366 pageviews

Events calendar - 1,586 pageviews

Site search - 1,456 pageviews

Local News Index - 1,242 pageviews

Sheet Music Database - 1,153 pageviews

Contact Us - 1,105 pageviews

Library Admin pages (LJPB agendas, audio files, etc.) - 982 pageviews

What's New - 840 pageviews

The remainder are spread across a wide variety of pages.

may not yet available

Debt free, Santa Cruz Public Libraries' budget expected to grow steadily over 5 years

By J.M. Brown Santa Cruz Sentinel Santa Cruz Sentinel

Posted: 5/20/13

SantaCruzSentinel.com

SANTA CRUZ -- Just a couple of years after it was on the financial ropes, the Santa Cruz Public Libraries is expected to be debt-free and grow its revenue 13 percent during the next five years through tax bumps and ongoing savings from restructuring.

According to figures reviewed by the library's Joint Powers Authority during a rare weekend retreat, the 10-branch system's annual revenue is projected to reach \$13 million by 2016-17, compared to \$11.5 million seen in 2011-12, the year a reorganization got underway.

The move to streamline personnel, boost reserves and increase investments in materials and technology led to layoffs, early retirements and other departures that still are creating savings. Still, overall personnel costs are expected to increase 17 percent by 2016-2017 from 2011-2012, largely due to health and retirement expenses.

"We are really getting everything in balance -- staff, collections, technology and facilities," said Library Director Teresa Landers.

The library is expected to add the equivalent of two full-time positions this coming year -- library assistants in Scotts Valley and Aptos, and an information specialist for the Central Branch youth division -- to close shortfalls in the cost-cutting staffing model.

"We are looking at places where maybe we cut too deeply," Landers said.

The library ended 2011-12 with a \$1.3 million fund balance, a feat for a system that borrowed from the city of Santa Cruz to stay solvent several years ago. The fund balance is projected to double to \$2.6 million by 2016-17, though the board is expected to split the money into separate pots of reserves for cash flow, emergencies and capital projects.

No financial decisions were made during Saturday's retreat, but the board gave Landers other fiscal directions during a May 6 meeting.

Money not spent each year in excess of reserves will be spent a third each on capital maintenance, materials and board-approved initiatives. The library also will pay Santa Cruz \$262,000 to retire a city loan that underwrote improvements to library headquarters and set aside \$100,000 for acquiring best-seller books and other new materials.

The board is expected to review the annual budget and a technology plan June 3. A board committee also is expected in a couple months to recommend how deeply to undertake facility improvements in coming years -- a plan that could require a bond measure, sales tax increase or parcel tax measure to cover costs estimated from \$17 million to \$84 million.

"Whatever option the facilities master plan they decide to go with, we are there to support them 100 percent with financial aid and advocacy," said Pete Cullen, president of the 1,500-member Friends of

Santa Cruz Public Libraries group.

Follow Sentinel reporter J.M. Brown at [Twitter.com/jmbrownreports](https://twitter.com/jmbrownreports)

latimes.com

Paperless public library to open in Texas

By Jenny Hendrix

8:02 AM PDT, May 22, 2013

advertisement

A groundbreaking paperless public library system will open in Texas this year, [the BBC reports](#). Bexar County's \$1.5-million BiblioTech project will open its first library branch without a single print book.

Instead, the BiblioTech library will have 100 e-readers for loan, and an initial selection of 10,000 digital titles. The library itself will have a host of computer stations where patrons can study, use the Internet, and learn computer skills.

Meanwhile, readers at home can check out e-books without leaving the couch. It's estimated that the library's services will reach about 1.7 million people in Bexar County, which includes San Antonio. The BiblioTech project is designed to supplement the existing city library system.

"Think of an Apple store," Bexar County Judge Nelson Wolff, the man behind the project, told NPR when [the plans were first announced in January](#). As Bexar told the BBC, Apple founder Steve Jobs was a big inspiration for the endeavor.

"We wanted to find a low-cost, effective way to bring reading and learning to the county and also focus on the change in the world of technology," he [told](#) the San Antonio Express-News.

Bexar County's unincorporated regions are increasingly populated but underserved, according to Wolff. "While the city does a beautiful job in providing public libraries," said BiblioTech project coordinator Laura Cole, "these can only easily be used by people living there."

This isn't the region's first digital library. In 2010, the University of Texas-San Antonio opened one of the country's first digital-only academic libraries; it has been a success.

Other experiments in digital-only libraries -- in Newport Beach, Calif., and Tucson, Ariz. -- have not done as well. Both libraries wound up offering traditional print books for loan after public outcry.

While Wolff is hoping to move library lending into the digital age, he's not against print books; in fact, he collects rare first editions.

British Airways® Card

CreditCards.CHASE.com/BA

Great Offer! Earn 50K Bonus Avios
& Earn a Travel Together Ticket.

AdChoices 

000095

The Library's Future Is Not an Open Book

By JULIE V. IOVINE

Talk about imposing: the ceremonial stone stair leading to bronze gates and carved doors; the frieze of inspiring names and the vaulted hall that seems the very definition of hallowed. And the books, bound portals opening to anywhere imaginable, available to all comers.

In cities across the nation, the central public library came into being when the country was young and striving to impress. Charles F. McKim's Italianate palazzo-style library opened on Boston's Copley Plaza in 1895; in 1921, Renaissance austerity suited Detroit's Main Library designed by Cass Gilbert, while architect Bertram Grosvenor Goodhue chose Egyptian Deco for Los Angeles's downtown Central Library of 1926. Architecturally grand, the central library was both beacon and monumental tribute to learning and civic pride; a people's palace with knowledge freely available to all. But, really, when was the last time you spent any time there?

For the first time since Henri Labrouste (1801-1875), currently the subject of an exhibition at the Museum of Modern Art, formulated the conception of the new, democratic library, the central library is fighting for survival. The relevance of these gloriously inflated book boxes is being questioned in an age that looks to the Internet for its intellectual resources.

Branch libraries have long served as community hubs offering book clubs and after-school story times. But central libraries, dedicated to the care and maintenance of weighty collections within ornately crafted and lofty spaces, are having to recast themselves. Thanks to the shift of emphasis to online resources over hard copies, the prevalence of mobile technologies and changing approaches to studying and learning, libraries have a different social purpose. "I used to be greeted by a sea of faces with questions like how to spell 'Albuquerque,'" said Amy E. Ryan, a career librarian since the 1970s and now president of the Boston Public Library. "That's all over. It's now about providing an experience."

The change in function has brought pressure to change libraries' form. This can entail new, purpose-built structures that are more open and adaptable, such as Rem Koolhaas's 2004 Seattle Public Library; or, more controversially, it can involve interventions in existing, often historic structures that are considered emotional touchstones in their communities.

The New York Public Library, for instance, has just announced it will go ahead with its plan to transform the 1911 Carrère and Hastings central library on Fifth Avenue into a combined circulating and research library. The plan, by British architect Norman Foster, is to remove the

seven stories of book stacks directly below the Rose Reading Room and to decant into the vacated 78-foot-wide Bryant Park-facing space the contents and activities of two nearby circulating libraries. Those branches would be shuttered and their buildings sold. The renderings on the library's website call this reconceived building "A Center of Inspiration for all New Yorkers."

A related transformation is already under way at the Boston Public Library, the first large municipally funded library in the U.S. Decades ago, the administration responded to growing pains of the McKim building, lavished with marble ornament, John Singer Sargent murals and Augustus Saint-Gaudens sculptures, by moving all circulation services to an adjacent 1972 addition by Philip Johnson.

But last year, the Boston Public Library initiated a new strategic plan for making the central library a—dare one call it—happening place. Changes, however, will be focused on the Johnson building, a dour Brutalist affair that has neither aged well nor inspired much love. (Computers are kept in flip-top desks that lock down at night; a cassette player was chained to a desk; outlets at reading tables are capped, gouged or missing.) Plans by architect William Rawn Associates have not been completed yet, but the hope is to make the entrance more transparent and welcoming, to turn the colossal atrium into more of a "living room," to add retail and to create a digitally interactive all-purpose space for teens that is the latest must-have for all public libraries. As for the McKim building, it's untouchable. "It's like the Vatican," Ms. Ryan said. "Bostonians have a passionate, deep-seated affection for the place."

Librarians themselves don't talk about "books" much anymore. The library today, said Michael Colford, the director of library services in Boston, "is more of a platform launching you in all different directions."

That shift is also much in evidence at the Seattle Public Library, a diamond-scaled stack of origami-folded glass boxes that opened to considerable acclaim almost a decade ago. It is the third central library on the same spot since 1906. At the opening bell, people start streaming in, heading straight for one of 400 public computers, most of them arrayed in rows in a vast, impersonal space called the Mixing Chamber. A conveyor book-drop system sorts 1,400 books per hour. Huge swatches of neon yellows, reds and lime-green swiped across every surface try to provide the color-coding necessary to find one's way around within the vast black box. "Libraries have to be flexible, more like a shell, so that they can adapt to changes as they come along," Marcellus Turner, the City Librarian, told me.

In St. Louis, you can get a preview of what the New York Public Library might look like if its plan is realized. The central library is a 1912 Beaux Arts stunner by Cass Gilbert, celebrated architect of New York's Woolworth Building. It reopened in December after a 15-year, \$68 million makeover that included the same surgical removal of a seven-story stack tower envisioned in New York. Now tiers of balconies, pressing almost right up to the narrow slot windows of the rear facade, hold desks loaded with computers. Bold graphics etched in glass or painted in red denote rooms dedicated to "Training" and "Meeting"—more like a corporate headquarters or community hall than a citadel of intellectual inquiry. Voices travel up from the ground floor in a smokestack effect and ricochet around the preserved glazed-white brick walls. (The "new" library prefers buzz over the code of silence of the old library.) How different from the older sections of the library where, for instance, one reading room has restored its carved plaster ceiling reproducing Michelangelo's Laurentian Library in Florence.

In Indianapolis, the original 1917 Beaux Arts central library jettisoned its stacks in 2008 to make way for a six-story glass addition more than twice the size of the original building and connected by a soaring atrium. The addition, a nearly 170,000-square-foot space, includes recumbent rocking chaises for teens; seating pods for toddlers with attached touch screens; and the "Info Vortex," an interactive projection display for digital exchanges between avatars created by young library users with the help of library staff.

But, as does St. Louis, Indianapolis keeps faith with the past. In the original building there are still comfy leather chairs in front of a flickering gas fire. "Right now we have to have a foot in both worlds," said M. Jacqueline Nytes, CEO of the library, over breakfast in the atrium café—itself another feature of the "new" library. "It's a sandwich-generation moment when all the traditional demands haven't gone away, plus there are all the demands of new technology."

Still, after surveying everything from the relentlessly high-tech library in Seattle to the mash-ups of history and contemporary event space in St. Louis and Indianapolis, one is left with the broad impression that it isn't more space libraries need, but for the existing space to meet new needs. The problem is that those needs are changing almost as quickly as they can be expressed, and in unpredictable ways. After 20 years of installing and upgrading public computers in their institutions, libraries now report that the use of these computers is declining. The head librarians in Boston, St. Louis and Seattle all predict the arrival of the "portable librarian," when all the information most people use is contained within their smartphones. We're almost there now.

Which brings us back to the New York Public Library. What it has in mind is a high-risk venture. Joe Tortorella of Robert Silman Associates, the engineer hired to remove the stacks from under the Rose Reading Room while it's still in use, has compared his task to cutting off the legs of a table while a banquet is taking place. And there are always surprises. In St. Louis, the new structural beams had to be passed in through the slot windows when hauling them through the historic building was deemed too dangerous. If New York has to do the same thing, there will be a problem: The tall windows on the Bryant Park side are much narrower.

But it's the larger question that's most troubling. Changing New York's central library to make it more relevant for today's users makes sense only if "relevance" weren't such a moving target. Mr. Foster's arid, corporate aesthetic is no match for the rich, human-scaled classical vocabulary of Carrère and Hastings. The Mid-Manhattan Library across the street would make a much better candidate to be the shell available for continuous makeovers as times and tastes change. Carrère and Hastings's structure still serves the function for which it was created—to hold books—and inspires awe through the ideals expressed in its architecture and the intellectual resources housed within. It already offers an incomparable "experience," with plenty of "Inspiration for all New Yorkers" to spare.

Ms. Iovine writes about architecture for the Journal.

Library Joint Powers Authority



Financial Planning Retreat
May 18, 2013
Scotts Valley Branch 9am-1pm

Introduction to Library Finances



The Board's Fiduciary Responsibility
Revenue Review
Operation Expenses
Financial Projections FY2011/12 - FY 2016/17

Board's Fiduciary Responsibility



- œ Library JPA Agreement (May 1996)
 - œ By February, the Board shall hold a public hearing to consider "the service and budget priorities"
 - œ Staff shall develop the proposed operating and capital budget in line with the City of Santa Cruz's budget process
 - œ By last week of May, Board shall hold a public hearing on the proposed budget and make available for viewing the budget 10 days prior to the meeting
 - œ Staff shall provide prior to adoption an update on available financing based on SC County Library Financing Authority
 - œ Final Budget shall be adopted on or before June 30th by 6 affirmative votes.

Board's Fiduciary Responsibility



- œ Library JPA Agreement (May 1996) (continued)
 - œ Casualty insurance for all the Library's assets other than buildings is provided through the Santa Cruz property insurance program through ACCEL ("PEPIP")
 - œ Each agency shall insure the buildings located within their jurisdiction at their cost; the Central Branch shall be a system-wide shared cost
 - œ General Liability insurance "can" be purchased should the board determine it is a "reasonable rate"
 - œ All defense costs associated with a Claim are advanced by the City of Santa Cruz and billed back to the JPA.

Board's Fiduciary Responsibility



- œ Library Financing Authority (May 1996)
 - œ 5 Board Members representing the County and cities
 - œ January & June required meetings to finalize annual distribution
 - œ By January 15th, the County Administrative Office shall provide a report of estimated funds available & State population estimates
 - œ The Authority shall determine the amount to be distributed in the upcoming fiscal year.

Board's Fiduciary Responsibility



- œ Library JPA Bylaws
 - œ Board shall review statistical, financial, and other reports of library service
 - œ Develop performance measures and periodically review the Library's Long Range and Strategic Plans
 - œ Accept contributions and recommend allocations in accordance with any limitations imposed

7

Board's Fiduciary Responsibility



- œ Other general Board fiduciary responsibilities
 - œ Ensure the agency maintains a balanced budget plus sufficient cash balances to serve the community's library service needs by maintaining ongoing operations, accommodate facility needs and prepare for unforeseen financial contingencies
 - œ Ensure financial reports are timely received
 - œ Ensure annual financial reports are compiled in accordance with Generally Accepted Accounting Principals (GAAP), Governmental Accounting Standards Board (GASB) and audited by an independent third party
 - œ Provide strategic, long-term financial planning with periodic evaluations

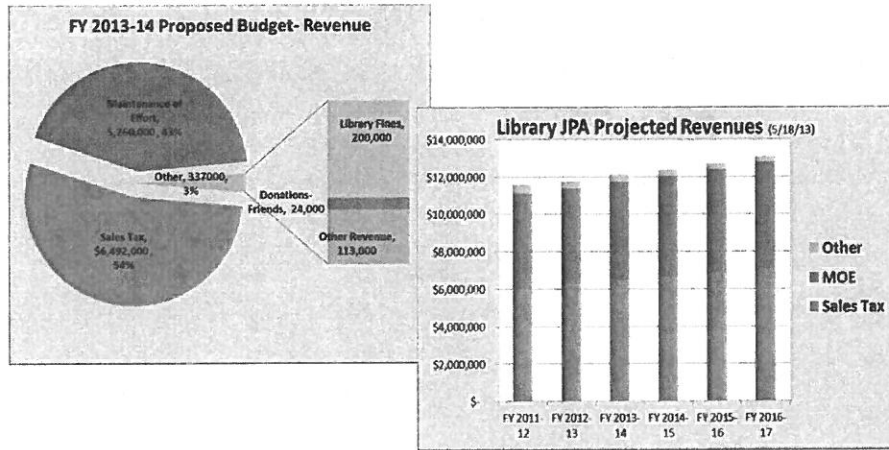
8

Library JPA Revenues FY 2013/14 Budget



- œ Allocated between Watsonville (22.54%) & Library JPA (77.46%)
 - œ Sales Tax (54% of total revenue)
 - œ Maintenance of Effort (43% of total revenue)
 - œ Santa Cruz \$1,394,751 (fixed)
 - œ Watsonville \$ 541,684 (fixed)
 - œ County, Capitola & Scotts Valley \$3.3 million (variable)
- œ Other (3%); includes Fines, Transfers & Donations/Grants
 - œ Donations (\$24k). Larger contributions in the past few year's during the financial deficits (\$80k, \$107k and \$37k in FY2009/10, FY2010/11 and FY2011/12).

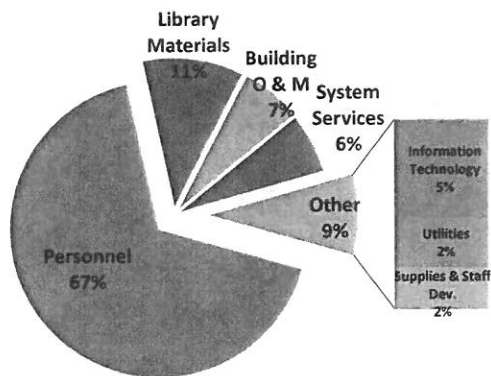
Library JPA Revenues FY 2013/14 Budget

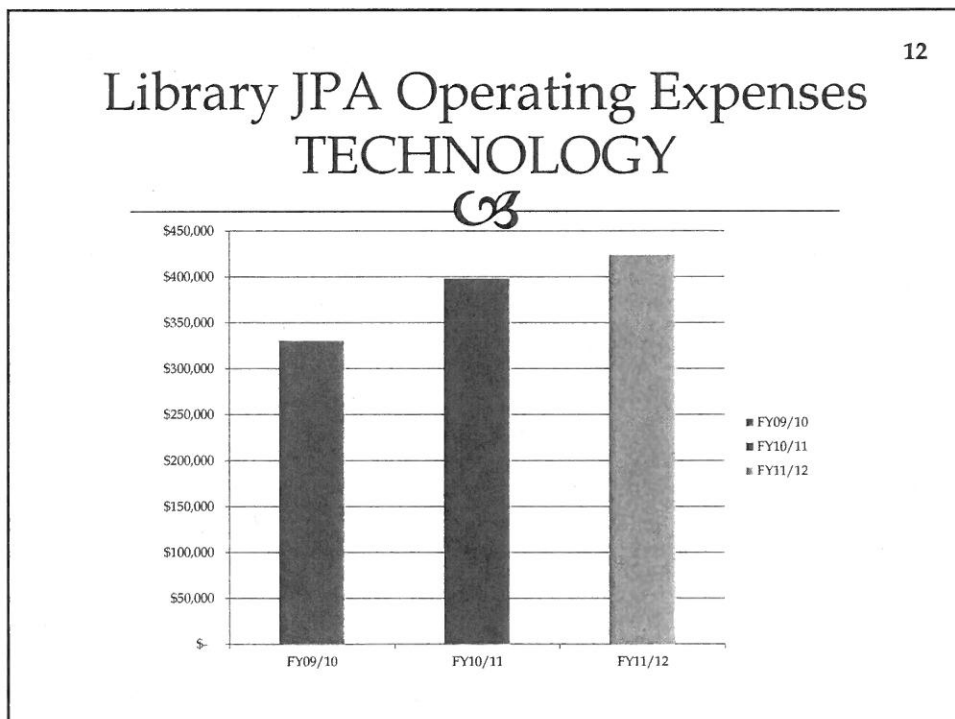
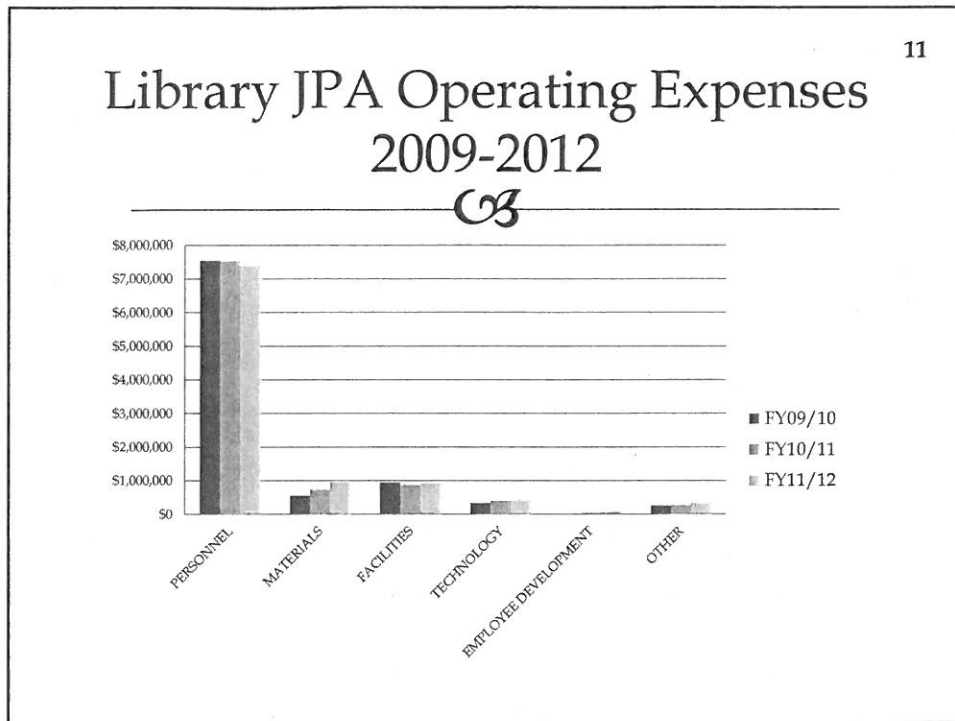


Library JPA Operating Expenses



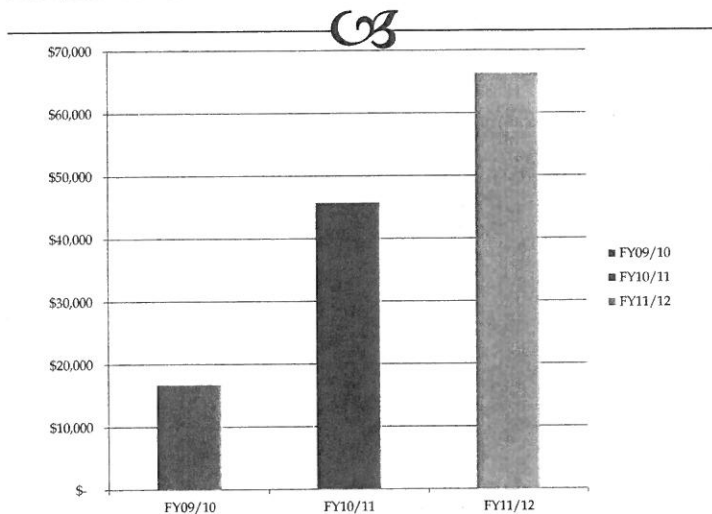
FY 2013-14 Proposed Budget- Expenditures





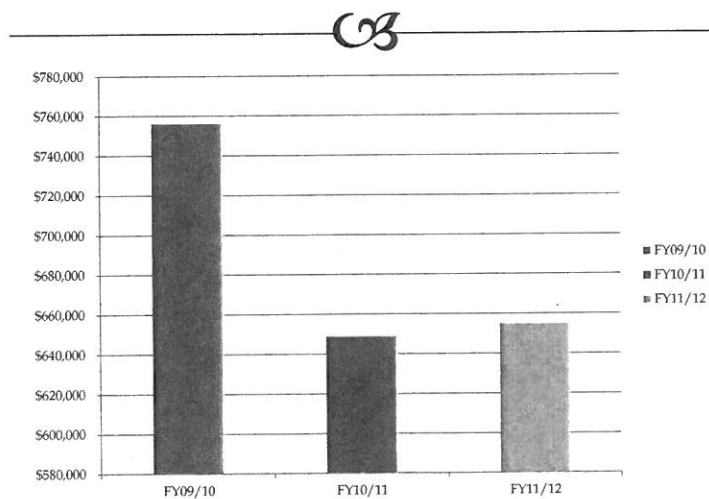
13

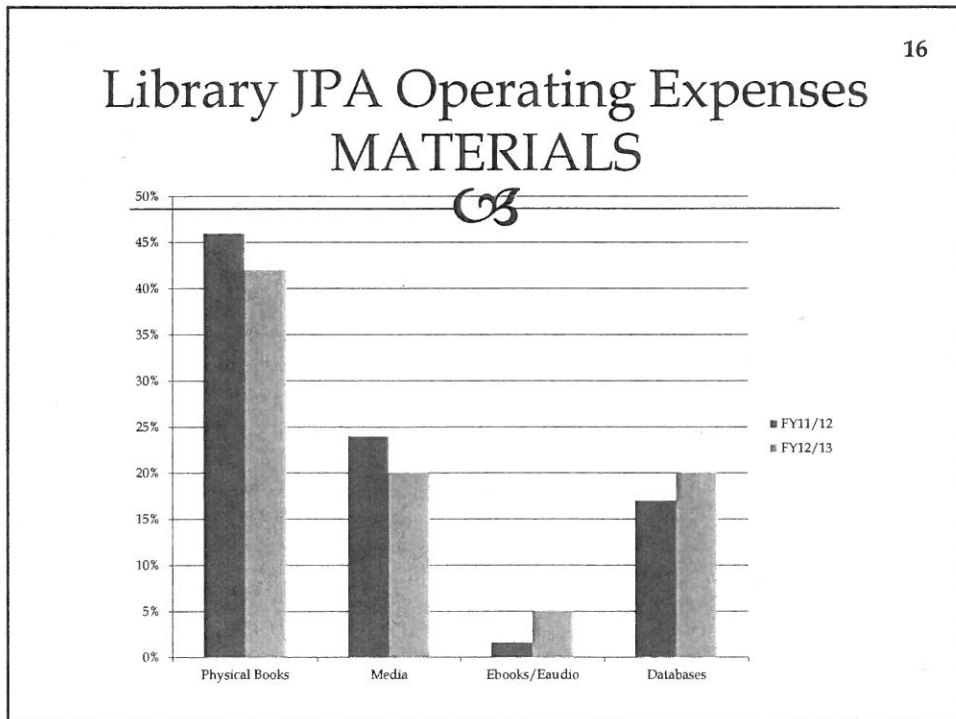
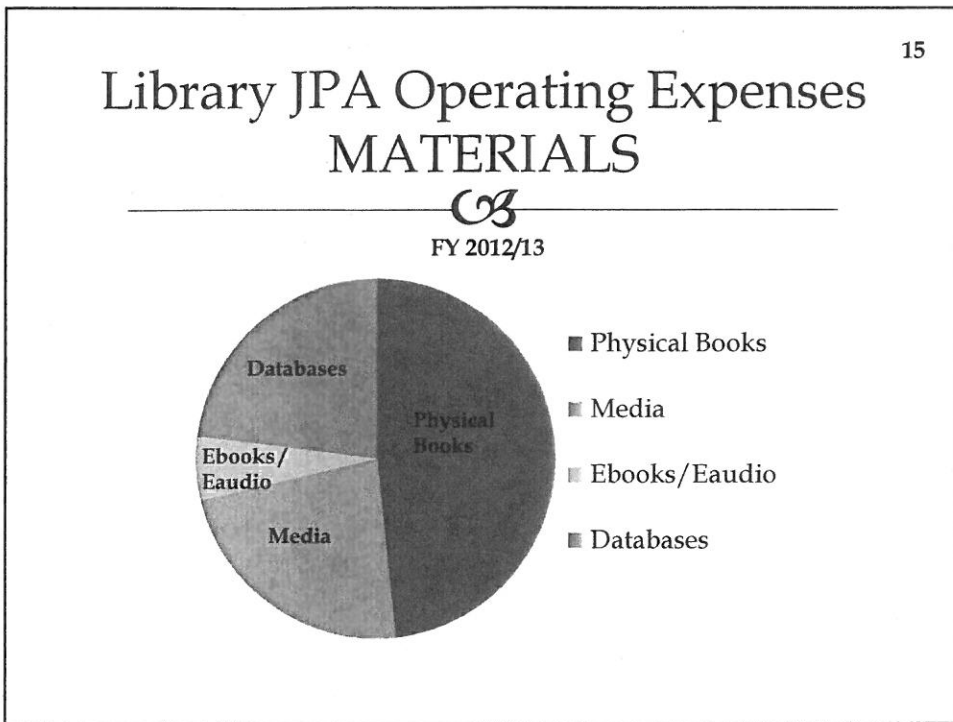
Library JPA Operating Expenses EMPLOYEE DEVELOPMENT



14

Library JPA Operating Expenses DEBT SERVICE & ADMIN CHARGE





Library JPA Operating Expenses Facilities Master Plan

17

Project	Estimated Cost
Maintenance to keep the doors open	\$16 million
Increased Square Footage: 4 branches	\$31million to 40 million
21 st Century Libraries:	
Service model for 5 branches	\$ 5.6 million to \$6 million
Downtown	\$23 million to \$34 million

Library JPA Operating Expenses TECHNOLOGY PLAN

18

Category	Estimated Amount	Notes
Improve wireless	\$45,000	Above current and next fiscal year
New ILS	\$300,000	Plus \$65,000 annual maintenance
Redesign web page	\$25,000 - 50,000	in-house: staff time; design consultant
Improve electrical outlets available	Cost TBD	With branch improvements
Develop partnerships	Cost TBD	Staff time
Convert branch servers to from Linux to Microsoft	Cost TBD	Under research
Tablets for in-library patron use	\$50,000 - \$100,000	

21st Century Libraries



COSTS ARE DESIGN DEPENDENT

- ☞ Reduce service points
- ☞ Create flexible spaces
- ☞ Create study rooms
- ☞ Create teen areas
- ☞ Energy Upgrades

COST OF FURNISHINGS ~ \$3.2 MILLION

- ☞ Marketplace shelving
- ☞ Replace service desks

OTHER

- ☞ Non-dewey conversion TBD
- ☞ AMHS:
\$150-250,000/Location

20

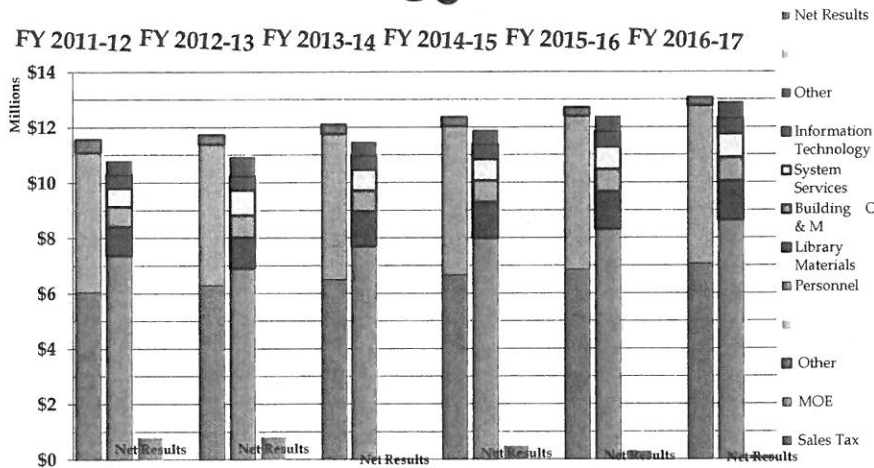
Library JPA Financial Forecast Assumptions



- ☞ Annual property tax and sales tax revenue growth of 1% to appx 3% annually, respectively
- ☞ Annual reduction starting with FY2014/15 of 10% of Library Fines
- ☞ FY 2014/15 : [2-4% for operations]; [2-5% for earnings]; and [2.3% for Benefits]
- ☞ FY 2015/16 : [2-4% for operations]; [2-5% for earnings]; and [2.4% for Benefits]
- ☞ FY 2016/17 : [2-4% for operations]; [2-5% for earnings]; and [2.1% for Benefits]; including the additional projected CalPERS increase.
- ☞ Does NOT include increased staffing for branches (from facility improvements, expansions or construction)
- ☞ Once the ILS project is complete, ongoing support would move into ongoing operations for Information Technology

Library JPA Financial Forecast

(in millions - 5/18/13)

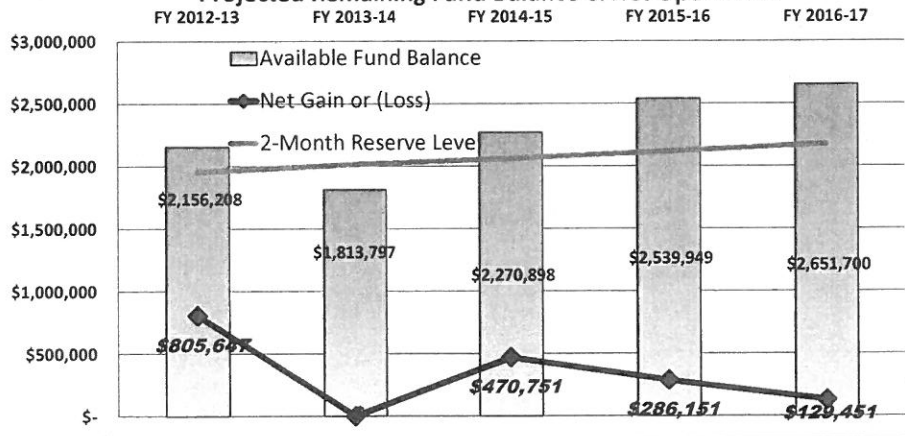


Library JPA Financial Forecast




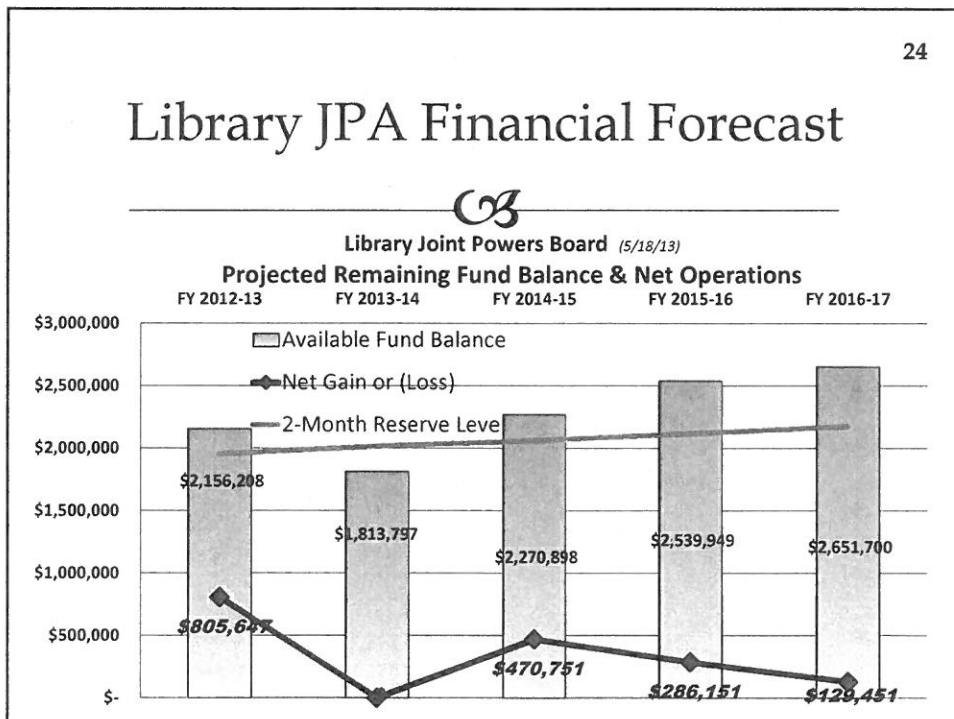
Library Joint Powers Board (5/18/13)

Projected Remaining Fund Balance & Net Operations



Long Term Financial Planning


 Reserve & Surplus Policy
 Recap from Debt Financing Strategy



25

Path to Fiscal Stability Reserve & Surplus Policy

Reserve/Funding Category	Staff Recommendation	Current Funding Level	Proposed Increase
Materials	Increase from 8% to 12%	\$ 909,826	\$ 460,000
System Wide	Increase from 10% to 2-months (16.7%)	\$ 1,143,835	\$ 763,000
Facility Capital Projects	Reestablish based on unfunded projects	n/a	Tbd
Operating	Reestablish with a 2-week level	n/a	\$ 440,000
Surplus Policy	Distribution of annual surplus; limited to 1/3 of the lowest surplus in the last 3 FY's	n/a	Tbd

26

Path to Fiscal Stability Surplus Policy

☞ **Surplus Policy.** Any surplus shall be allocated equally for:

☞ (1) Materials funding (Goal to increase from 8% to 12%)

(2) Facility/Capital; and

(3) for Specific one-time or possible operational purposes...

☞ Refinance or prepay obligations; pay down debt; build up available fund balance for specific purpose; OR after 3 year's of ongoing surplus the smallest surplus can be used for operational needs

Path to Fiscal Stability

Reserve Policy- 2 Month



- ☞ System Wide 2-month reserve
 - ☞ Current 5% is increased to 10% by FY 2016/17
 - ☞ Consider funding now at the 2-month level
 - ☞ Limit uses to: (1) same year cash flow; (2) cover unanticipated Revenue declines in excess of 1% of total Revenue and below the prior year's actual; or (3) a sudden and significant event (immediate safety, Declaration of State of Emergency, State/Federal legislative changes, etc.)

Path to Fiscal Stability

Reserve Policy- Capital, Ops



- ☞ Facility Capital Projects reserve
 - ☞ Build up funding for approved but unfunded Facility and/or Capital Projects
 - ☞ Resources built through the Surplus Policy (1/3)
- ☞ Operating, Emergency Reserve
 - ☞ Goal: Two week funded level
 - ☞ To maintain operations during unexpected events; such as an unexpected loss of \$100,000 or more during the year, a sudden and unexpected operating cost of \$25,000 is necessary that otherwise would significantly impact Library operations

Path to Fiscal Stability Reserve Survey



- ☞ Palos Verdes Library: 6-month; 5% emergency;
next year Asset replacement; Election year costs;
remainder for an additional 5% emergency
- ☞ Rancho Cucamonga: 50% reserve (used to rely on
RDA Capital funding)
- ☞ 8 Other Cities comparable to Santa Cruz
 - ☞ 7 of the 8 with 2-month to 3-month reserves
 - ☞ Only Palm Springs still maintained a 10% reserve

Facilities Master Plan



Funding Conversation for:
Ongoing Capital Maintenance
Gain & Attain Levels

Ongoing Capital Maintenance



- œ Short Term debt solutions could include:
 - œ Direct loan from Member Agency
 - œ Variable or Fixed rates indexed to the agencies Portfolio
 - œ Private placement Debt with a local bank
 - œ As part of a Parcel Tax Bond issue, could build in coverage for ongoing Operating Costs



County of Santa Cruz

COUNTY ADMINISTRATIVE OFFICE

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

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

SUSAN MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

May 3, 2013

TO: Each Member of the Board of Directors of the Library Financing Authority

LIBRARY SALES TAX AND PROPERTY TAX REVENUE

Dear Members of the Board of Directors:

The purpose of this letter is to provide an update on the Library Sales Tax actual receipts for the 3rd quarter of the 2012-13 fiscal year, and an update on the County Library Fund Maintenance of Effort (MOE) contribution to the Library Financing Authority for 2012-13.

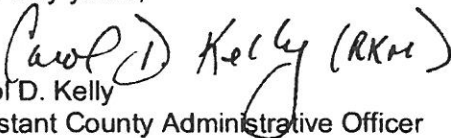
Total Library Sales Tax actual receipts for the 3rd quarter were \$2,073,641, which is \$146,893 more than the January estimate provided to the Authority in February.

Your Board was advised in November and January of a \$19,520 reduction to the 2012-13 County MOE resulting from a 2011-12 property tax shortfall and revised 2012-13 property tax apportionment. Currently the 2012-13 Library Fund property tax apportionment is estimated at \$8,000 less than budgeted due to a reduction in supplemental property tax revenues. In addition, RDA passthrough revenue declined by \$53,730, offset by a \$29,439 increase in RDA residual distributions. The combined 2012-13 revenue losses of \$32,291 have been offset by a \$1,668 reduction in the property tax administration fee. These adjustments result in a net reduction of \$50,141 to the 2012-13 County Library Fund MOE contribution, now estimated at \$4,598,640.

In summary, 2012-13 third quarter sales tax is \$146,893 over estimate. The County Library Fund MOE contribution for 2012-13 will be \$50,141 under budget. The 2012-13 fiscal year sales tax receipts are \$432,657 over budget. These variances net to a favorable year to date increase of \$382,516 over budget as of March 31, 2013.

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



Classes @ Santa Cruz Public Libraries

Beginning iPad

Do you need help learning how to use your iPad? We will cover the basics. Please bring your iPad and have your Apple ID.

Live Oak

2380 Portola Drive
Santa Cruz, CA 95062

Sunday 10:30 – 11:30am

June 2nd

Scotts Valley Branch

251 Kings Village Road
Scotts Valley, CA 95066

Monday 11:00am – 12:00pm

July 8th

Aptos Branch

7695 Soquel Drive
Aptos, CA 95003

Monday 1:00 – 2:00pm

August 19th

For more information, please call 831-427-7713 or email us at eref@santacruzpl.org.



Classes @ Santa Cruz Public Libraries

eBooks and More

Do you need help checking out materials for your Kindle, Nook, iPad, Android, or other device? Come to our eBooks and More class and we'll show you how it's done! All ages and knowledge levels welcome.

Aptos Branch

7695 Soquel Drive
Aptos, CA 95003

Mondays 1:00 - 2:00pm

June 17th

July 22nd

Downtown Branch

224 Church Street
Santa Cruz, CA 95060

Sundays 10:30 - 11:30am

June 16th

July 21st

August 18th

Live Oak

2380 Portola Drive
Santa Cruz, CA 95062

Sundays 10:30 - 11:30am

July 7th

August 4th

Scotts Valley Branch

251 Kings Village Road
Scotts Valley, CA 95066

Mondays 11:00am - 12:00pm

June 10th

August 5th

For more information, please call 831-427-7713 or email us at eref@santacruzpl.org.

000118