



## LIBRARY JOINT POWERS AUTHORITY BOARD

Monday July 1, 2013  
Downtown Branch Meeting Room  
224 Church St, Santa Cruz, CA 95060

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

Teresa Landers, Library Director  
Tina Shull, Assistant City Manager

6:30 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA OF JULY 1, 2013
3. ORAL COMMUNICATIONS
4. PRESENTATION: Volunteer Program: Denise Fritsch
5. STAFF RECOGNITION
6. MEMBER REPORTS
7. CONSENT AGENDA
  - A. Approve Minutes of June 3, 2013
  - B. Resolution to approve appropriation of funds from the Richardson Trust
  - C. Resolution to approve appropriation of funds from the Finkelday Trust
  - D. Resolution to approve appropriation of funds from the McCaskill Trust for local history materials.
  - E. Resolution to approve appropriation of funds from the McCaskill Trust for materials for the visually impaired

- F. Library Information Technology Manager Job Description (PG.16-20)
- G. Holiday Closure Schedule (PG.21)

8. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

9. STAFF REPORTS

*INFORMATION ITEMS*

- A. Monthly Narrative Report: June 2013 (PG.22-29)
- B. Statistical Reports (PG.30-35)
- C. May Financial Snapshot (to be handed out at the meeting)
- D. SCPL Comparators and Materials Expenditures (PG.36-39)

10. OTHER BUSINESS

- A. Hiring financial and polling consultants to explore Facilities Master Plan implementation options (*Action Item*) (PG.40)
- B. Report out from Closed Session

11. WRITTEN COMMUNICATIONS

- A. Patron Written Comments (PG.41-44)
- B. Security Incidents Log (PG.45)
- C. Website Hits (PG.46)
- D. Articles about Santa Cruz and California Libraries (PG.47-49)
- E. Articles on Libraries Nationwide (PG.50)
- F. Library Financing Authority June meeting materials (PG.51-59)

12. BOARD MEETING CALENDAR

- A. The Board will consider its current meeting schedule and may revise it as necessary.
- B. Cancel August 2013 meeting

13. NEXT MEETING

The next regularly scheduled meeting is Monday, September 9, 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 July 1, 2013 to the Regular Meeting of September 9, 2013 at 6:30pm at the Aptos 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

JPB AGENDA  
July 1, 2013

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an interpreter for American Sign Language, Spanish, or other special equipment, please call the Library Administration Office at 427-7706 at least five days in advance so that we can arrange for such special assistance, or email [subfinders@santacruzpl.org](mailto:subfinders@santacruzpl.org).

# STAFF REPORT

DATE: June 25, 2013  
TO: Library Joint Powers Board  
FROM: SCPL Recognition Committee  
CC: FSCPL  
RE: Staff Recognition Monthly Report

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## 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

### **Eric Chalfant and David Banta**

I would like to acknowledge our two bookmobile drivers, Eric and David. They both do such a wonderful job reaching out to members of our community both young and old who might not ever get to use the library. I know they are valued and appreciated for their excellent service (Nominated by P. Turpenen).

### **Jeanne O'Grady**

Jeanne received a thank you book from one of the 1st grade classes she meets with regularly at the Live Oak branch. It was filled with letters and pictures from the students telling her how much they love coming to the library to hear her read stories to them and how much they will miss her now that they are moving on to 2nd grade. Jeanne said this is what makes her job so rewarding (Nominated by P. Turpenen).

### **Melinda Pasquinucci**

For your perseverance and hard work in helping to get the laptops ready for the "Making Movies in the Library" summer reading program at SV. We really appreciate your dedication to overcoming the obstacles and getting everything installed and working (Nominated by B. McIlroy and L. Gault).

**Gary Griffiths**

For setting up the MovieMaker software on all of the laptops. We really appreciate your dedication to overcoming the obstacles and getting everything installed and working for the "Making Movies in the Library" summer reading program (Nominated by B. McIlroy and L. Gault).

**Fred Ulrich**

For service above and beyond the call - he plunged the blocked toilet in the DTN women's room and mopped the floor. It was Sunday and no maintenance staff were available. Much appreciated (Nominated A. Zilber)!

SANTA CRUZ PUBLIC LIBRARIES  
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

Scotts Valley Branch Fireside Room  
251 Kings Valley Drive, Scotts Valley, CA 95066

June 3, 2013

6:15 PM Closed Session – Labor Negotiations (Government Code §69967.6)  
Teresa Landers, Library Director  
Tina Shull, Assistant City Manager

6:45 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

II. APPROVAL OF MEETING AGENDA OF JUNE 3, 2013

**Supervisor McPherson moved, seconded by Councilmember Mathews**

**That the Board approve the Agenda of June 3, 2013**

UNAN

III. ORAL COMMUNICATIONS

None

IV. PRESENTATION: Local History Roadshow

Janis O'Driscoll introduced a project entitled "Local History Roadshow". A committee consisting of Library representation, UCSC library representatives, members of the Museum of Art and History, and Councilmember Mathews is working on the project which was initiated by Councilmember Terrazas. People will be invited to bring in their personal photo albums for scanning. The owners of the photographs will be given a digital copy and another copy is kept for the library's collection. This project is in the beginning stages with many aspects still to be worked out. Pilot testing will occur in four areas of the county on four different Saturdays in the Fall: the Live Oak branch and the Museum of Art and History are two of the sites. The committee is still looking for a site in the San Lorenzo Valley as well as in Aptos. The goal is to eventually bring the "Roadshow" to all branches of the library system on a regular basis. Three scanners with high resolution and excellent sturdy quality need to be purchased. Local history research is a highly used portion of the library's website and very popular with patrons. The goal is to get the pilot underway September through December 2013.

V. STAFF RECOGNITION

VI. MEMBER REPORTS

Citizen Member English reported that the Finance Subcommittee at their last meeting started to develop a charter document, in order to have guidelines that establish the Subcommittee's responsibilities and duties.

VII. CONSENT AGENDA

**Councilmember Mathews moved, seconded by Councilmember Reed**

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

UNAN

A. Approve Minutes of May 6, 2013

## VIII. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

Cindy Jackson, member of the La Selva Beach Friends, gave an update on the Friends' activities in May which included:

- Hosted a **SPRING BOOK SALE** at the Downtown Library Branch and made \$10,000 to support the Santa Cruz Public Libraries. Special thanks to new business sponsors Kennolyn Camps and Digital Dynamics for their support as well to Penny Ice Creamery, who gave away 200 free scoops of ice cream to book buyers who spent \$20 or more.
- Partnered with the Santa Cruz Public Libraries and Bookshop Santa Cruz to host **HIGHER MYSTERIES**, the Noel Q. King memorial lecture at the Downtown Library branch.
- Held a planning Retreat for the FSCPL Board of Directors and staff.

### FSCPL plans include...

- **June 7, 2013** (Friday) – Hosting **WINE IN THE STACKS**, an after-hours mixer for Library supporters that showcases the incredible programs that our libraries offer. Poet Laureate David Swanger will join us at WINE IN THE STACKS to support SCPL's tutoring program. Branciforte Library Branch; 6PM – 8 PM. Purchase your ticket at FSCPL.org
- **June 8, 2013** (Saturday) Booksale at the Scotts Valley Branch
- **Summer, 2013** – Sponsoring the Kids Summer Reading Program (and accepting \$10 of Kids Summer Reading dollars at the Friends Bookstore).
- FSCPL is asking for special donations of gently used Children's books to make our July 28<sup>th</sup> Children's Book Sale at Harvey West Park a smashing success.

## IX. STAFF REPORTS

A. Monthly Narrative Report: May 2013.

B. Statistical Reports

Director Landers reported that circulation numbers are possibly still not accurately reported due to technical difficulties with Evergreen. Jessie Bunker-Maxwell's time is finally being freed up and she will be looking into this problem.



- C. April Financial Snapshot. The Board reviewed the financial reports and the Library Director responded to a number of questions.
- D. Accept Information Technology Plan.  
Director Landers summarized the background of the Technology Plan. The Board discussed various aspects of the new ILS with regard to keeping the public informed of upcoming changes; future improvements to the Library website; collaboration with the City IT Department, as well as outreach and targeted marketing. Director Landers responded to a number of questions including the timing of the migration in February 2014. The Board expressed appreciation of the exciting changes.

**Councilmember Reed moved, seconded by Supervisor Friend**

**That the Board accept the Library Technology Plan**

UNAN

- E. Resolution to Adopt Reserve and Surplus Policies

The Board discussed the formal action to change the 5% operating reserve to a 2 month reserve policy and adopt a library operating fund surplus policy which was seen as a step in the right direction. Supervisor Friend emphasized that the Board's intent is to allow for flexibility in accessing funds if needed.

**Supervisor Friend moved, seconded by Supervisor McPherson**

**That the Board adopt the Resolution amending the Fund Balance Policy to Include Establishing a Library System-wide Stabilization Arrangement (Resolution #2013-04) and the Resolution to establish a Library Surplus Policy. (Resolution #2013-05)**

UNAN

F. Resolution to Adopt FY 13/14 Budget

Director Landers introduced the FY 13/14 Budget. The Board discussed the collection, lost and replaced items, and the addition of electronic resources. Reports on additions and withdrawals of materials will be part of the new ILS. The Board expressed appreciation for the creation of a very solid foundation for the library. The goals for the coming year indicate how much the library has moved forward due to the efforts of library staff.

**Supervisor Friend moved, seconded by Councilmember Termini**

**That the Board adopt the Budget for the Fiscal Year 2013-2014. (Resolution #2013-06)**

UNAN

X. OTHER BUSINESS

- A. Update from FMP Steering Committee  
Councilmember Reed reported that the Steering Committee met with Michael Zelber regarding construction management. The next meeting will be with Gene Bregman to discuss a survey and finding out what the community might be willing to support in terms of revenue. Group 4 Architects has given estimates on design costs for make-overs as well as new facilities.
- B. Chair Terrazas reported to the public on the Closed Session personnel item. No action was taken.

XI. WRITTEN COMMUNICATIONS

- A. Patron Written Comments
- B. Security Incidents Log
- C. Website Hits
- D. Articles About Santa Cruz and California Libraries
- E. Articles on Libraries Nationwide
- F. PowerPoint presentation from Financial Retreat
- G. Library Sales Tax and Property Tax Revenue
- H. Upcoming Programs

XII. BOARD MEETING CALENDAR

The Board agreed to move the meeting on November 4 to November 7, 2013.

XIII. NEXT MEETING

The LJPB will adjourn from the Regular Meeting of Monday, June 3, 2013 to the next regularly scheduled meeting on Monday, July 1, 2013 at 6:30 pm at the Downtown Branch Library.

IVX. ADJOURN

The regular meeting adjourned at 7:46 p.m.

Respectfully submitted,

Helga Smith, Clerk of the Board

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



**RESOLUTION # 2013-07**

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS  
AUTHORITY BOARD TRANSFERING AND APPROPRIATING FUNDS FROM  
THE RICHARDSON TRUST FOR FISCAL YEAR 2013-2014**

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

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

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

That \$12,000 in income from the Richardson Trust be transferred and appropriated to the FY 2013-2014 Budget for the purchase of library materials that meet the criteria established for the Trust.

PASSED AND ADOPTED this 1st day of July 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 # 2013-08**

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS  
AUTHORITY BOARD TRANSFERING AND APPROPRIATING FUNDS FROM  
THE FINKELDEY TRUST FOR FISCAL YEAR 2013-2014**

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

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

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

That \$190 in anticipated interest income from the Finkeldey Trust be transferred and appropriated to the FY 2013-2014 Budget for the purchase of library music materials.

PASSED AND ADOPTED this 1st day of July 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 # 2013-10**

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS  
AUTHORITY BOARD TRANSFERING AND APPROPRIATING FUNDS FROM  
THE MCCASKILL TRUST FOR LOCAL HISTORY  
FOR FISCAL YEAR 2013-2014**

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

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

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

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

That \$7,000 in accrued McCaskill Trust for Local History income be transferred and appropriated to the FY 2013-2014 Budget for the purchase of library materials for this purpose.

PASSED AND ADOPTED this 1st day of July 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 # 2013-09**

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS  
AUTHORITY BOARD TRANSFERING AND APPROPRIATING FUNDS FROM  
THE MCCASKILL TRUST FOR THE VISUALLY IMPAIRED  
FOR FISCAL YEAR 2013-2014**

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

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

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

That \$10,000 in accrued McCaskill Trust for the Visually Impaired income be transferred and appropriated to the FY 2013-2014 Budget for the purchase of library materials for this purpose.

PASSED AND ADOPTED this 1st day of July 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: June 27, 2013  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Director of Libraries  
RE: Library Information Technology Manager

<p><b>RECOMMENDATION:</b> LJPB approve replacement of the Network Access Administrator position with Library Information Technology Manager</p>
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### BACKGROUND

In 2004 the Library Information Technology Manager retired and his responsibilities were transferred to Dan Landry who was promoted from a Library Information Services Specialist to a Network Access Administrator. In this new capacity he was responsible for network administration as well as operational management of the Information Technology Division.

In January 2012, the City of Santa Cruz revised the job descriptions for the Library Information Technology Division. At this time, they combined Library and City positions in an effort to create greater equity for Library staff. At this time Dan's position was vacant and the management responsibilities had been assumed by a senior library manager on a temporary basis. This position was not evaluated along with the others in Library IT.

In June 2013, the LJPB accepted a strategic plan for Library Technology. This plan describes the need for a Library Technology Manager and outlines the knowledge, skills and abilities for the person filling this position. Unfortunately, due to the revision of the Information Technology job descriptions; there is no longer a job description that closely matches the responsibilities expected of this library manager position. In fact, the position occupied by Dan no longer exists, and is now most closely matched with that of Network Administrator.

Reviewing previous job descriptions revealed one for an Information Technology Manager dated 1999 that appeared to come closest to what is now needed.

### DISCUSSION

The Information Technology Manager job description most closely matches the needs identified over the past 18 months and in the Library's Technology Plan. It has been revised to reflect the changes that have occurred in the Information Technology field over the past 14 years and to better fit the specific requirements of the Library.



The network administration responsibilities are being performed by an Information Services Specialist III with technical assistance from consultants. One of the responsibilities of the new Library Information Technology Manager will be to review the roles and responsibilities of the current Library Information Technology staff and recommend changes for FY14/15.

The Library Information Technology Manager will be compensated at the same level as other division managers in the City's Information Technology Department: Information Technology Network Manager, Information Technology Operations/Customer Service Manager and IT Systems Manager/Database Administrator.

Since the Network Administrator position is already budgeted the estimated additional cost for upgrading to the Library Information Technology Manager is \$16,600 (total compensation) annually. From July to mid-September there will be \$27,147 in salary savings for the vacant position. It is also unlikely that the individual will be hired at as high a step as the position is currently budgeted. Therefore, in FY13/14 there will be a savings realized. The Library's personnel budget can absorb the additional cost in future years.

**CITY OF SANTA CRUZ  
LIBRARY INFORMATION TECHNOLOGY MANAGER**

**Reports to:** LIBRARY MANAGER, SYSTEM SERVICES  
**Supervises:** Systems Coordinator, Information Technology Specialists I, II, & III, and other classifications as assigned  
**Bargaining Unit:** Mid-Management

**BASIC FUNCTION**

Under general direction, plans, organizes, and directs Library Information Technology (LIT) services related to all computer and network hardware, software applications, telephone systems, and data telecommunications. Responsible for planning and implementing information systems; technology acquisition and implementation; project management; and supervision of division staff. Performs related work as assigned.

The Library IT Manager is a management level classification responsible for the supervision and management of the Library's information technology function. This classification is distinguished from the next lower classification of Systems Coordinator in that the latter is responsible for the development, administration, and maintenance of an assigned LIT system. This classification is distinguished from the next higher classification of System Services Manager in that the latter has overall responsibility for the Library System Services Division.

**TYPICAL DUTIES** *(May include but are not limited to the following:)*

- Oversees the implementation of LIT systems and applications, and ensures their ongoing effectiveness.
- Establishes standards, policies, and procedures for LIT systems and applications.
- Consults with Library management and staff to determine information technology needs and to define new system and/or user application requirements; evaluates applications and systems.
- Assesses the Library's current and future IT needs, establishes LIT priorities, and develops recommendations and budget proposals.
- Develops and administers the LIT Division budget, and reviews and approves requests for hardware, software, and services.
- Supervises and evaluates professional and technical staff.
- Prepares and evaluates bid proposals, specifications, and contracts; coordinates the acquisition, installation, operation and maintenance of information systems hardware and software, and monitors vendor and consultant contracts to ensure compliance with performance requirements.
- Establishes policies and programs for Library staff computer training.

- Establishes computer system and network security standards and policies.
- Works closely with the Library management team, other public agencies, employee groups, and the general public to establish LIT goals and policies consistent with the Library's goals, initiatives and service levels.
- Keeps current on trends and innovations in technology and in Library and Information Science; maintains awareness of current advances in technology as they relate to library needs and objectives; attends and participates in professional and community meetings.
- Applies for and administers grants related to Information Technology, including the Federal E-Rate program.
- May perform other duties as assigned.

### **WORKING CONDITIONS**

Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination in using a computer keyboard. Additionally, the position requires near and far vision in reading written reports and work related documents. Acute hearing is required when providing phone and personal service. The need to lift, drag and push files, paper and documents weighing up to 25 pounds also is required.

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

### **MINIMUM QUALIFICATIONS**

#### **Knowledge:**

- Principles and practices of delivery of IT services including, but not limited to: network management; e-mail administration; desktop support; application support; server maintenance and operation; web site design, development and support; disaster recovery planning and oversight; and cloud-based services.
- Management principles and practices, including budgeting, project management, and personnel supervision.
- Current trends and innovations in technology and Information Science.
- Design, integration, testing, implementation, documentation, monitoring, and evaluation of IT systems.
- Proprietary and open source operating systems and applications
- Virtual server environment
- Network infrastructure, including network security practices
- Database administration
- Website development applications

- Telecommunications, including Voice over Internet Protocol (VoIP)
- Remotely hosted applications
- Principles and practices of troubleshooting techniques

**Abilities:**

- Plan, budget, and manage major LIT projects.
- Direct, supervise, and evaluate the work of professional and technical staff.
- Communicate effectively, orally and in writing, including communicating technical information in non-technical terms.
- Exercise sound judgment, analytical, and decision-making skills.
- Establish and maintain effective working relationships with library staff, vendors, consultants, and the public.
- Stay current with emerging information technology and its application to Library services.
- Establish and maintain appropriate documentation and reports.
- Work independently and as a part of a team.
- Ensure safe work practices.

**Education and Experience**

Any combination of education and experience that provides the knowledge, skills, and abilities required above is qualifying. A typical way to obtain these qualifications is:

- Bachelor's degree in Information Systems, Computer Science, Business Administration, Public Administration, or a closely related field; and
- Four (4) years of responsible professional experience in the development and analysis of information technology systems and applications, including two (2) years of supervisory experience.

**Licenses**

Possession and continued maintenance of a valid California Driver's license and a safe driving record, or ability to provide suitable transportation that is approved by the appointing authority.

**DESIRABLE QUALIFICATIONS**

- Master's degree in Information Systems, Computer Science, Library and Information Science, Public or Business Administration.
- Experience with Integrated Library Systems (ILS) and experience working in a Library.

Classification No.: xxx  
Date of Issue: New

DATE: JULY 1, 2013

TO: LIBRARY JOINT POWERS BOARD

FR: TERESA LANDERS, LIBRARY DIRECTOR

RE: 2013 LIBRARY HOLIDAY CLOSURE SCHEDULE

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RECOMMENDATION: The LJPB adopt the following system wide 2013 holiday closure schedule.
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#### **DISCUSSION**

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

#### **SYSTEM WIDE HOLIDAY CLOSURE**

Thursday, November 28, 2013 (Thanksgiving Holiday)  
Friday, November 29, 2013 (Day After Thanksgiving Holiday)

Tuesday, December 24, 2013 (Christmas Eve) Close at 2 pm  
Wednesday, December 25, 2013 (Christmas Holiday)

Tuesday, December 31, 2013 (New Years Eve) Close at 2 pm  
Wednesday, January 1, 2014 (New Years Day Holiday)

The City holiday schedule dictates a half day holiday for staff on Tuesdays December 24 and 31 so we are requesting the branches close early these days.

We also request that Felton not open at all on Christmas and New Years Eves as they normally open at 1 pm and would only be open one hour. Garfield Park opens at 2 pm so would also not open at all. The other branches open at either 10 or 11 so would be open 3 or 4 hours.

## MONTHLY REPORT FOR JUNE 2013

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

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

Program staff continues to do many preschool class visits for Raising a Reader. Classes come to the library for stories and a tour. They receive their first library cards and get to check out a book or two to take home.

Two first grade classes from Del Mar School visited Live Oak branch library on the day before the last day of school. They have been coming monthly all year and they were excited about summer and becoming 2<sup>nd</sup> graders, but they were all a little nostalgic about the last visit with their class. The teachers on the other hand will be coming next fall with new groups of first graders. It is a terrific partnership between the school and the library.

#### **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.**

Due to a generous donation from Anna Gruber, Branciforte branch received an infusion of a lot of new books and movies. Some of the new items are replacing old worn-out copies of books we've had, most are new items to the library system. We have Anna Gruber displays in the Juvenile, Young Adult and Adult fiction areas.

Currently on display at the Live Oak Branch, is a collection of Live Oak/Santa Cruz local history photos and books in our adult side display case. Also featured in the display are brochures for 6 different self-guided walking tours around the Live Oak area. These walking tours were developed by local historian Norman Poitevin after years of gathering information about Live Oak. Since 2007, he has also led a series of guided walks sponsored by the Live Oak Neighbors group. The walking tour brochures are available at the Live Oak Branch Library.

In the spirit of summer travels/journeys, Garfield Park had a display that featured guide books, local hiking books, and writings on travel. There were also quotes from different authors about their travels, such as John Steinbeck from *Travels With Charlie*, Rolf Potts's *Vagabonding*, and Phil Cousineau's, *The Art of the Pilgrimage*.

As Summer was quickly arriving CMS made a deliberate push to get Juvenile titles out to the Branches and Downtown. We wanted to make sure that there were lots of choices for our younger patrons as they participate in the Summer Reading Program.

Reading is So Delicious was the theme for displays at Scotts Valley. Paula Jansen created suggested reading lists for both kids and adults to enjoy while attending the summer events.

Boulder Creek is enjoying the large patron photos (part of the Libraries Inside Out display) Mariah Roberts and Daniel Ruiz hung in the meeting room and foyer.

Capitola children's area is celebrating the end of the school year with a display entitled SUMMER VACATION! There are travel titles as well as lots of books on how to make sandcastles, build forts, go off to camp and roast the perfect marshmallow. We also feature a few of the wonderful read and play kits with focus on beach and water play that are proving to be very popular with our younger patrons. For our adult readers, Galina Wells has collated a display honoring fathers for the whole month of June.

In conjunction with the Presidential Proclamation for the month of June, Maile McGrew-Frede has created an adult display that features information on the Lesbian, Gay, Bisexual and Transgender community. The display is meant to share information and continue the discussion on issues that affect the GLBT community and their families. It also lets the GLBT community know, and especially our GLBT youth, that the library is a welcoming and safe place for all. Many of the display books have been checked out during the month.

The Downtown Book Discussion group has been meeting on the third Thursday of the month at 1:00 for about 7 years. The size of the group varies, but usually has 5-8 participants each month. The group is composed of voracious readers, several of whom have read all the titles in the library's book discussion kits! The group has read mostly fiction, but also enjoys non-fiction and has discussed some magazine articles and films in the past. New members are always warmly welcomed! The group chooses books several months in advance to ensure that the library has an opportunity to get enough copies for the group. Upcoming titles include Spartina (July), Beautiful Ruins (August), The Tenderness of Wolves (September), Wild (October), and Turn of Mind (November). Julie Richardson of the Reference Team is the group's facilitator.

The Capitola pre-school story hour has continued to draw in more and more participants each Friday and now with the summer reading school age crafts project as well the branch is resembling a regular happy classroom for all ages on Fridays. The adult patrons who drop by to pick up books or use the computer seem to enjoy the lively goings on in the children's area and the park outside almost as much as the kids!

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

## **2. LIFELONG LEARNING**

- A. People will have access to a relevant collection of resources in diverse formats for all ages.**
- B Library users will have access to innovative and successful programming which reflects the cultural, educational and informational needs of the diverse communities served by SCPL and which will help learners of all ages to achieve their goals.**

Robin Macomber from the Digital Media Factory had 12 budding film-makers in the introductory class of this program sponsored by the Scotts Valley Friends of the Library. The groups used the photogenic patio for their stage, and the fantasy chair in the Fireside Room made an impressive prop. Part 2 of the course is next week. July 3rd will be a sharing day, and the course will progress through the end of July. July 10 will offer another chance to take the introductory class for anyone who missed this session.

Boulder Creek's last Homework Help session of the school year was held on May 29. The students were all very sorry to see it end and sadly said good-bye to their favorite homework helper, the fabulous Estelle Fein. We are all hoping the program returns next year.

Summer Reading 2013 – Reading Is So Delicious – started off with a bang. In the first week of Summer Reading we hosted 9 performances by the Fratello Marionettes. They did three different shows and had such a great following that many families went to more than one branch to see them again and again. In all 1,071 library lovers saw their performances. Local Surfing Magician, Doug Hofkins, is bringing in the big crowds as well. He still has two more performances booked (one at the end of June and one in July). For the 5 performances so far we have had 481 library lovers. At least one person at every show tells staff how much they love the library and the summer programs in particular. Smaller, more intimate, crowds have thoroughly enjoyed Storyteller Jerry Falek telling “Delicious” stories for all ages.

As of 5 pm on June 24 (exactly 2 weeks after summer Reading officially began) we have 1804 kids signed up for Summer Reading, 21 have already cashed out for their Summer Reading \$, and over 3,000 people have attended summer programs.

Summer Reading Program started off with a bang at La Selva Beach!! The Fratello Marionettes performed during our Storytime on June 11<sup>th</sup>. We had 144 people in attendance! (That's not a typo. Sandi Imperio, our Programming Team Liaison, was keeping track with a counting device.) The most wonderful part was that everyone, even the very young children, was enthralled.

The monthly “Beginning Ipad” and “eBooks and More” classes have been well attended at the Live Oak Branch. Thanks to SCPL Reference staff, we can offer these valuable classes to our patrons.



The Summer Reading Program at Garfield Park has been wildly successful at Garfield Park. The events have been very enthusiastically attended, with over 90 people on laid out blankets in the front yard for the Surfing Magician, overflowing attendance for the Fratello Marionettes, and 50 plus gleeful children playing bubbles. The weekly craft was also well attended. The Garfield Park Garden Project is really taking off. There are cucumbers growing and tomatoes as well as lettuce, radishes, bell peppers, onions, pumpkins, watermelons and various herbs. Also, many beloved stuffed animals were dropped off for a night of fun at the stuffed animal sleep over, to be picked up on Monday the 24<sup>th</sup>, with a slide show of the night's events and story time to follow.

Nikola Clay had 19 happy people dancing around at BC library last Saturday in this performance sponsored by the Boulder Creek Friends of the Library. No one was allowed to be a spectator, from the youngest 3 year old to the adult mother-daughter team. Everyone had a great time and learned dances from Africa, Arctic, Europe and South America. The Fratello Marionettes entertained 151 very happy people at Boulder Creek with their performance of Aladdin.

Capitola was packed out for the Fratello Marionettes as well, and we are expecting a sell out crowd again for our Surfin' Magician who will perform in the playpark outside the library on Friday, June 18<sup>th</sup>.

The Aptos Library has held two very successful programs so far. Both the Fratello Marionettes and the Surfing Magician were big hits. Both programs were held in our meeting room which is a very accommodating space for our families. After each program, many families came to the reference desk to sign up for the Summer Reading program. They also checked out many books for the entire family which kept the circulation desk and self checks busy.

Monthly jail service has been put on hold for the summer, while we discuss the best way to continue given our staff limitations and the crowded conditions and low staffing level at the jail. We will continue some sort of outreach to the jail but it may not be monthly visits in the future.

The Scotts Valley Chapter of the Friends of the Library is helping to support programs on Wednesday and Saturday afternoons:

Teen Tech Tasters with the Digital Media Factory's Robin Macomber presented a two part session focused on Making Movies in the Library on successive Wednesdays. Saturday afternoons in June presented family movies like *Cars* and *Cloudy with a Chance of Meatballs*. On June 29 everyone was entertained by the magical world of the *Busy Bee Dogs* who are talented formerly homeless pets who love to please the crowds.

- 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.**

Branciforte library aide, Tania Berlinski, who is in library school, has been putting together a variety of helpful book lists: A rhyming book list for picture books, a read-alike book list for the Warrior series by Hunter and an Alphabet picture book list.

Diane Cowen, Virtual Services Coordinator, continues with her grant funded Eureka! Project, Soundswell. A press release describing the project is in the board packet communications section.

Several new databases will be available July 1:

Applied Science and Technology Source

Auto Repair Reference Center

Hobbies and Crafts Reference Center

Home Improvement Reference Center

Library and Information Science Source

Small Engine Repair Reference Center.

Medici.tv

Little Pim (Mango languages for kids)

Marketing will begin soon to introduce these to the public.

### **3. COMMUNITY CONNECTIONS**

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

The Scotts Valley branch was one of three venues for a teleconference meeting of the Area Developmental Disabilities Board VII members in June. The teleconference enabled more members of the Board to attend and take part in their meetings

The Aptos Library has partnered with Furry Friends, the non-profit group that provides animal reading buddies for our Tales to Tails program. We are happy to host this wonderful program and look forward to seeing our young readers partnered with their furry reading buddies.

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

June 8<sup>th</sup> was a very fun day at LSB! The Friends of the LSB Library sponsored "The Sand Guys", a world renowned group, to lead a workshop on creating sand castles extraordinaire. The event took place at the private beach in La Selva with 50 participants from all over the county ranging in age from the very young to the young at heart! It was truly heartwarming to see families sharing this timeless tradition of beach play. And what a perfect way to kick off the Summer Reading Program! We were able to promote the program and sign up several kids. Thank you Friends for making this magical day happen

and thank you Sandi Imperio for bringing the SRP booklets and lending your time and energy.

On Friday, June 9th, Library Assistant Chantel Van Pelt volunteered for the Friends event at Branciforte: "Wine in the Stacks". Chantel spent a lot of time creating materials to be used for a "photo booth" which seemed to be a big hit with the community. Overall, this event was quite successful, netting \$700 for the Friends. They hope to do more of these at branches throughout the system.

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

Branciforte branch had a lovely visit from Katy Scowcroft's 2nd grade class from Gault Elementary school. About 20 children as well as the Gault librarian and Ms. Scowcroft came to the library to sign up for Summer Reading. With the help of the PIC, Lauren Suhd, we signed up almost 20 children for Summer Reading. It was especially nice for the PIC since she has known Katy since she was a 2 year-old!

5th District Supervisor, Bruce McPherson, held a Town Hall meeting in Boulder Creek's amphitheater to discuss the Boulder Creek Town Plan.

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

One of Scotts Valley's volunteers, Shawna, has been giving her time and helping branch staff since the beginning of January 2012. She started as a book shelver and has gradually expanded her skills and expertise into becoming our book mender. Shawna is diligent in keeping to her weekly Wednesday morning schedule and the staff truly appreciates her attention to detail and dedication to serve the community.

Aptos volunteer and regular patron Becky Steinbruner offered her labor and gardening skills to create a new garden plot in the planter closest to the entrance of our branch. She removed a lot of debris and soil from the old plot and added fresh soil and new drought resistant native plants. Becky has agreed to tend to the plot over the next year. We welcome the fresh new look.

**4. WELCOMING PLACE**

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

The Scotts Valley back patio area is now available for everyone to enjoy while at the branch. The landscaping and colorful furniture was provided by the fundraising efforts of the Scotts Valley Chapter of the Friends of the Library.

Building Maintenance staff installed sun awnings over Boulder Creek's sunny deck enabling patrons to have shade while they study, read and play outside.

Building Maintenance staff Daniel Ruiz and volunteer recently added a fresh coat of paint to our display case at the Aptos Branch. The case is used for public displays and the new paint job gives a bright new background to our monthly displays.

The Facilities Master Plan Steering Committee continues to meet and has presented some recommendations for board consideration.

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

The new mobile app for Santa Cruz Public Libraries is so popular and easy to use. Patrons have commented on our new feature with enthusiasm. Garfield Park patrons have commented that they are very pleased and impressed with the SCPL app.

**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.**

A well balanced budget was adopted in June including a two month operating reserve policy.

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

Teresa Landers presented a review of the past year and a preview of the coming year for both the Santa Cruz City Council and the County Board of Supervisors.

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

Howie Kimel at CMS has done a wonderful job to turn the impossible into the possible. Owing to various reasons, Evergreen's Acquisitions module is unable to update in real time the balance of various material funds, but relies on manual feeds. Howie uses his efficient and accurate financial skills to keep our financial data up to date, and keep the Selection Team well informed.

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

Effective July 1, Onsite Services Manager, Gale Farthing will take on the responsibility of supervising the Reference team. This will integrate all staff involved in direct service at the branches into one cohesive unit. Janis O'Driscoll will continue in her role as

Manager of Programs and Partnerships. The change will give Janis more time to focus on grant writing, developing community partnerships and marketing library services and programs.

## **6. ORGANIZATIONAL READINESS**

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

Linda Gault attended an online webinar titled "Amp up your Technology Training" provided by WebJunction. It detailed many suggestions for engaging the community's use of the technology provided by the library.

Boulder Creek's PIC, Cathy Landis, completed Infopeople's online class "Customer Service: Dealing with Difficult People".

Aptos staff Lynette George and Maile McGrew-Frede attending the most recent Skill Share training at the Scotts Valley Branch on June 19<sup>th</sup>. A dedicated team of reference staff educated the attendees on the many reference databases that the library offers. This will help Aptos staff teach the available databases to our patrons.

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

Branciforte Library Assistant, Kevin Hildreth has been taking an online Reader's Advisory class for teens and young people.

Jeanne O'Grady will take over July 1 as the team leader for Programming and Sarah Harbison will be the team leader for Reference. These are annually rotating assignments. Thank you to Sandi Imperio (Programming) and Deborah Lipoma (Reference) for their leadership this past year.

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

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

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May	Circulation		Visitors		Circ/Open Hr		Visitors/Open Hr	
	FY 11/12	FY 12/13	FY 11/12	FY 12/13	FY 11/12	FY 12/13	FY 11/12	FY 12/13
Aptos	22,903	23,515	12,242	12,070	117	124	62	64
Boulder Creek	4,371	4,319	2,760	2,702	34	28	22	18
Branciforte	8,011	8,950	7,049	7,577	64	60	56	51
Capitola	9,065	12,006	4,995	5,722	60	73	33	35
Downtown	46,345	47,623	33,658	32,382	194	205	141	140
Felton	2,169	2,667	1,553	1,820	24	21	17	14
Garfield Park	3,224	4,222	2,888	3,381	37	36	33	29
La Selva Beach	1,541	1,670	2,034	2,294	17	13	22	19
Live Oak	14,729	14,170	9,570	9,036	118	93	77	59
Scotts Valley	22,668	24,202	15,759	14,936	116	127	80	79
Outreach	3,192	3,108	1,436	1,534				
<b>Subtotal</b>	<b>136,218</b>	<b>146,452</b>	<b>93,944</b>	<b>93,454</b>	<b>779</b>	<b>782</b>	<b>543</b>	<b>506</b>
ebooks	7,325	11,990						
e-audio	1,245	1,687						
<b>TOTAL</b>	<b>146,788</b>	<b>160,129</b>	<b>93,944</b>	<b>93,454</b>	<b>779</b>	<b>782</b>	<b>543</b>	<b>506</b>
website hits	508,538	489,775	126,348	120,205				

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.

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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%						
<b>Subtotal</b>	<b>155,862</b>	<b>150,911</b>	<b>-3%</b>	<b>100,535</b>	<b>96,806</b>	<b>-4%</b>	<b>875</b>	<b>823</b>	<b>-6%</b>	<b>578</b>	<b>533</b>	<b>-8%</b>
ebooks	9,825	8,753	-11%									
e-audio	1,089	1,380	27%									
<b>TOTAL</b>	<b>166,796</b>	<b>160,744</b>	<b>-4%</b>	<b>100,535</b>	<b>96,806</b>	<b>-4%</b>	<b>875</b>	<b>823</b>	<b>-6%</b>	<b>578</b>	<b>533</b>	<b>-8%</b>
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%						
<b>Subtotal</b>	<b>138,741</b>	<b>150,758</b>	<b>9%</b>	<b>91,021</b>	<b>97,418</b>	<b>7%</b>	<b>845</b>	<b>812</b>	<b>-4%</b>	<b>573</b>	<b>535</b>	<b>-7%</b>
ebooks	8,376	10,349	24%									
e-audio	1,204	1,235	3%									
<b>TOTAL</b>	<b>147,921</b>	<b>162,342</b>	<b>10%</b>	<b>91,021</b>	<b>97,418</b>	<b>7%</b>	<b>845</b>	<b>812</b>	<b>-4%</b>	<b>573</b>	<b>535</b>	<b>-7%</b>
website hits	499,943	490,265	-2%	123,884	121,594	-2%						
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	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
<b>January</b>												
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%						
<b>Subtotal</b>	<b>144,336</b>	<b>158,870</b>	<b>10%</b>	<b>86,218</b>	<b>98,503</b>	<b>14%</b>	<b>863</b>	<b>870</b>	<b>-1%</b>	<b>541</b>	<b>549</b>	<b>1%</b>
ebooks	11,420	7,552	-34%									
e-audio	900	1,399	55%									
<b>TOTAL</b>	<b>156,656</b>	<b>167,821</b>	<b>7%</b>	<b>86,218</b>	<b>98,503</b>	<b>14%</b>	<b>863</b>	<b>870</b>	<b>-1%</b>	<b>541</b>	<b>549</b>	<b>1%</b>
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>												
<b>February</b>												
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%						
<b>Subtotal</b>	<b>136,226</b>	<b>140,159</b>	<b>3%</b>	<b>80,230</b>	<b>80,330</b>	<b>0%</b>	<b>833</b>	<b>851</b>	<b>2%</b>	<b>572</b>	<b>553</b>	<b>-3%</b>
ebooks	11,957	8,891	-26%									
e-audio	952	1,271	34%									
<b>TOTAL</b>	<b>149,135</b>	<b>150,321</b>	<b>1%</b>	<b>80,230</b>	<b>80,330</b>	<b>0%</b>	<b>833</b>	<b>851</b>	<b>2%</b>	<b>572</b>	<b>553</b>	<b>-3%</b>
website hits	512,433	462,791	-10%	122,298	117,217	-4%						
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	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%						
<b>Subtotal</b>	<b>129,228</b>	<b>146,157</b>	<b>13%</b>	<b>74,520</b>	<b>90,502</b>	<b>21%</b>	<b>906</b>	<b>881</b>	<b>-3%</b>	<b>533</b>	<b>553</b>	<b>4%</b>
ebooks	6,686	11,184	67%									
e-audio	857	2,103	145%									
<b>TOTAL</b>	<b>136,771</b>	<b>159,444</b>	<b>17%</b>	<b>74,520</b>	<b>90,502</b>	<b>21%</b>	<b>906</b>	<b>881</b>	<b>-3%</b>	<b>533</b>	<b>553</b>	<b>4%</b>
website hits	416,930	355,157	-15%	105,162	103,504	-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.

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%						
<b>Subtotal</b>	<b>122,382</b>	<b>136,126</b>	<b>11%</b>	<b>66,389</b>	<b>87,335</b>	<b>31%</b>	<b>859</b>	<b>828</b>	<b>-4%</b>	<b>483</b>	<b>545</b>	<b>13%</b>
ebooks	10,656	10,168	-5%									
e-audio	893	1,349	51%									
<b>TOTAL</b>	<b>133,931</b>	<b>147,642</b>	<b>10%</b>	<b>66,389</b>	<b>87,335</b>	<b>31%</b>	<b>859</b>	<b>828</b>	<b>-4%</b>	<b>483</b>	<b>545</b>	<b>13%</b>
website hits	432,813	461,921	7%	106,311	111,531	5%						

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MONTHLY STATISTICAL REPORT  
FY12/13

	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
<b>September</b>												
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%						
<b>Subtotal</b>	<b>102,163</b>	<b>142,741</b>	<b>40%</b>	<b>78,674</b>	<b>91,050</b>	<b>16%</b>	<b>719</b>	<b>838</b>	<b>17%</b>	<b>561</b>	<b>537</b>	<b>-4%</b>
ebooks	9,502	6,868	-28%									
e-audio	1,106	2,373	115%									
<b>TOTAL</b>	<b>112,771</b>	<b>151,982</b>	<b>35%</b>	<b>78,674</b>	<b>91,050</b>	<b>16%</b>	<b>719</b>	<b>838</b>	<b>17%</b>	<b>561</b>	<b>537</b>	<b>-4%</b>
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>												
<b>October</b>												
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%						
<b>Subtotal</b>	<b>107,776</b>	<b>150,986</b>	<b>40%</b>	<b>74,329</b>	<b>95,821</b>	<b>29%</b>	<b>757</b>	<b>776</b>	<b>3%</b>	<b>535</b>	<b>498</b>	<b>-7%</b>
ebooks	8,390	9,308	11%									
e-audio	968	2,593	168%									
<b>TOTAL</b>	<b>117,134</b>	<b>162,887</b>	<b>39%</b>	<b>74,329</b>	<b>95,821</b>	<b>29%</b>	<b>757</b>	<b>776</b>	<b>3%</b>	<b>535</b>	<b>498</b>	<b>-7%</b>
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%	4,605	5,023	9%	86	85	-2%	48	39	-19%
Downtown	39,290	50,400	28%	30,825	36,090	17%	193	220	14%	151	158	4%
Felton	1,843	2,224	21%	1,258	1,445	15%	28	28	-2%	19	18	-7%
Garfield Park	2,267	3,531	56%	2,208	3,143	42%	29	42	45%	28	37	32%
La Selva Beach	812	1,692	108%	1,391	1,760	27%	13	21	58%	23	22	-4%
Live Oak	12,695	16,594	31%	8,364	9,374	12%	98	129	32%	64	73	13%
Scotts Valley	19,514	27,040	39%	n/a	13,794		132	147	11%		75	
Outreach	2,096	3,018	44%	1,436		-100%						
<b>Subtotal</b>	<b>112,606</b>	<b>152,378</b>	<b>35%</b>	<b>67,853</b>	<b>91,396</b>	<b>35%</b>	<b>786</b>	<b>913</b>	<b>16%</b>	<b>489</b>	<b>566</b>	<b>16%</b>
ebooks	5,990	4,533	-24%									
e-audio	1,103	1,204	9%									
<b>TOTAL</b>	<b>119,699</b>	<b>158,115</b>	<b>32%</b>	<b>67,853</b>	<b>91,396</b>	<b>35%</b>	<b>786</b>	<b>913</b>	<b>16%</b>	<b>489</b>	<b>566</b>	<b>16%</b>
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%						
<b>Subtotal</b>	<b>115,286</b>	<b>148,106</b>	<b>28%</b>	<b>85,578</b>	<b>89,035</b>	<b>4%</b>	<b>800</b>	<b>819</b>	<b>2%</b>	<b>610</b>	<b>495</b>	<b>-19%</b>
ebooks	5,684	5,697	0%									
e-audio	1,171	2,110	80%									
<b>TOTAL</b>	<b>122,141</b>	<b>155,913</b>	<b>28%</b>	<b>85,578</b>	<b>89,035</b>	<b>4%</b>	<b>800</b>	<b>819</b>	<b>2%</b>	<b>610</b>	<b>495</b>	<b>-19%</b>
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>												

## STAFF REPORT

DATE: June 27, 2013  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Director of Libraries <sup>TL</sup>  
RE: Comparators and Materials Expenditures

**RECOMMENDATION:** Report is information only.

### BACKGROUND

At a recent Finance Committee meeting the issue of library comparators for benchmarking was raised. This was reinforced at the June LJPB meeting where a request was made to look at the percent expenditures for materials by comparator libraries.

During the task force on financially sustainable alternative service models the issue of amount to be spent on materials was also brought up. At that time, research showed that library systems identified as industry leaders spent an average of 12% on materials and this was adopted by the LJPB as something to strive for as the economic climate improved.

The Public Library Data Service (PLDS) is an aggregator of statistics from public libraries throughout the United States and Canada and presents data in a large number of areas. This data was the source of the research for the report presented here.

### DISCUSSION

SCPL is a difficult library to find direct comparators given its unusual governing structure and financial support system. Thus, an approach was taken to compare SCPL with other public libraries based on the following criteria:

- Circulation (within 5%)
- Population (within 5%)
- Operating Expenditures (within 5%)
- Number of branches (9 or 10- a range was used as the report required Downtown to be entered as a Central facility and was not counted in the number of branches)
- Number of borrowers (within 5%)

Not surprisingly, no other library matched on all five criteria. One matched on three and four matched on two. In addition, a calculation was made for each criterion of the amount spent on materials as a percentage of total revenues which is how SCPL calculates it.

LIBRARY	MATCH POINTS	% SPENT ON MATERIALS	NOTES
Clermont County Public Library Batavia, OH	Population # of Branches # of Borrowers	11%	Is a County system
Live Oak Public Library System Savannah, GA	Circulation # of Borrowers	9%	
Atlantic County Mays Landing, NJ	Population # Branches	9%	Is a County system
Arlington Department of Libraries Arlington, VA	Population Operating Expenditures	13%	
Eugene Public Library, Eugene, OR	Operating Expenditures # of Borrowers	7%	

At the time this data was collected SCPL was spending 7% on materials. The average of the comparators listed above is 9.8%. All the data is from FY11/12 with the exception of Circulation which uses FY10/11. For some unknown reason, SCPL circulation for FY11/12 is not included in the PLDS report so could not be used for calculation.

In addition, only two California libraries showed up as possible comparators: Santa Monica for Circulation with materials expenditures at 10% and Hayward for Number of Borrowers with materials expenditures of 9%.

The range across all criteria is 6% to 15% with an overall average of 10.2%. This does indicate that SCPL is on the low end; or has been in the past few years. This year's dedication of 9% is an indication that we are moving in the right direction.

It will be valuable to repeat this research when the 12/13 data becomes available in early 2014. This also provides a good list of comparators to use in the future. At times, one criteria or another might be considered most applicable to use as the basis for comparison. For the purposes of comparing what is spent on materials, all five of these criteria are valid.

The complete tables of data are attached.

Materials Expenditures as % of Revenue for Libraries with Circulation within 5% of SCPL

Location	City	State	Total annual circulation	Total materials expenditures	Total income	% of Revenue
CARMEL CLAY PUBLIC LIBRARY	Carmel	IN	1,945,208	\$663,017	\$5,759,756	12%
FORSYTH COUNTY PUBLIC LIBRARY	Winston-Salem	NC	1,933,496	\$1,015,423	\$8,000,993	13%
HUNTSVILLE-MADISON COUNTY PUBLIC LIBRARY SYSTEM	Cumming	GA	1,893,178	\$560,036	\$4,928,911	11%
LAKE COUNTY LIBRARY SYSTEM	Huntsville	AL	1,985,807	\$812,194	\$5,792,413	14%
LIVE OAK PUBLIC LIBRARY SYSTEM	Tavares	FL	1,955,959	\$822,358	\$7,692,061	11%
MANSFIELD-RICHLAND COUNTY PUBLIC LIBRARY	Tallahassee	FL	1,894,966	\$633,199	\$6,962,739	9%
MOBILE PUBLIC LIBRARY	Savannah	GA	1,996,888	\$681,858	\$8,744,479	8%
MONTGOMERY COUNTY MEMORIAL LIBRARY SYSTEM	Mansfield	OH	1,979,978	\$824,516	\$7,793,387	11%
ROCHESTER HILLS PUBLIC LIBRARY	Mobile	AL	1,871,251	\$1,369,541	\$9,296,183	15%
SANTA CRUZ LIBRARIES	Conroe	TX	2,008,110	\$921,978	\$8,753,016	11%
SIouxLAND LIBRARIES	Rochester	MI	1,861,311	\$617,900	\$4,089,300	15%
AVERAGE	Santa Cruz	CA	1,938,320	\$652,600	\$10,960,147	6%
	Santa Monica	CA	1,859,980	\$1,055,100	\$10,950,760	10%
	Sioux Falls	SD	1,963,918	\$638,435	\$5,995,093	11%
						11%

Materials Expenditures as % of Revenue for Libraries with Population within 5% of SCPL

Location	City	State	Population of legal service area	Total materials expenditures	Total income	% of Revenue
ARLINGTON DEPT. OF LIBRARIES	Arlington	VA	212,038	\$1,516,124	\$11,905,931	13%
ATLANTIC COUNTY	Mays Landing	NJ	204,510	\$765,330	\$8,392,009	9%
AURORA PUBLIC LIBRARY	Aurora	IL	197,889	\$1,223,966	\$9,942,944	12%
BIRMINGHAM PUBLIC LIBRARY	Birmingham	AL	212,237	\$831,729	\$15,064,101	6%
BOISE PUBLIC	Boise	ID	210,145	\$647,665	\$9,767,489	7%
BROOME COUNTY PUBLIC LIBRARY	Binghamton	NY	200,600	\$202,730	\$2,143,123	9%
CENTRAL MISSISSIPPI REGIONAL LIBRARY	Brandon	MS	213,875	\$338,593	\$4,200,066	8%
CLERMONT COUNTY PUBLIC LIBRARY	Batavia	OH	197,363	\$911,199	\$8,204,542	11%
DANIEL BOONE REGIONAL LIBRARY	Columbia	MO	203,190	\$1,382,176	\$9,365,014	15%
HALL COUNTY LIBRARY SYSTEM	Gainesville	GA	203,905	\$317,897	\$2,590,023	12%
IRVING PUBLIC LIBRARY	Irving	OH	216,915	\$616,400	\$6,100,350	10%
SANTA CRUZ LIBRARIES	Santa Cruz	CA	206,616	\$769,269	\$11,564,515	7%
AVERAGE						10%

Materials Expenditures as % of Revenue for Libraries with Operating Expenditures within 5% of SCPL

Location	City	State	Total operating expenditures	Total materials expenditures	Total income	% of Revenue
ARLINGTON DEPT. OF LIBRARIES	Arlington	VA	\$10,906,129	\$1,516,124	\$11,905,931	13%
CAPITAL AREA DISTRIC LIBRARY	Lansing	MI	\$10,163,874	\$1,263,225	\$10,964,700	12%
CENTRAL RAPPAHANNOCK REGIONAL LIBRARY	Fredericksburg	VA	\$10,832,296	\$699,278	\$10,822,051	6%
EUGENE PUBLIC LIBRARY	Eugene	OR	\$10,267,875	\$837,328	\$12,056,330	7%
GAIL BORDEN PUBLIC LIBRARY DISTRICT	Elgin	IL	\$10,570,687	\$1,015,943	\$11,363,640	9%
SANTA CRUZ LIBRARIES	Santa Cruz	CA	\$10,548,487	\$769,269	\$11,564,515	7%
AVERAGE						9%

Materials Expenditures as % of Revenue for Libraries with 9 or 10 branches

Location	City	State	Number of branches	Service Population	Total Materials Expenditures	Total Revenue	% of Revenue for Materials
ATLANTIC COUNTY	Mays Landing	NJ	10	204,510	\$765,330	\$8,392,009	9%
BARRY-LAWRENCE REGIONAL LIBRARY	Monett	MO	9	74,231	\$151,708	\$1,461,002	10%
CLERMONT COUNTY PUBLIC LIBRARY	Batavia	OH	10	197,363	\$911,199	\$8,204,542	11%
COLLIER COUNTY PUBLIC LIBRARY	Naples	FL	9	321,520	\$1,269,511	\$7,133,370	18%
CRAVEN-PAMLICO-CARTERET REGIONAL LIBRARY	New Bern	NC	10	183,995	\$171,307	\$3,341,295	5%
FORT BEND COUNTY LIBRARIES	Richmond	TX	10	606,953	\$1,881,896	\$13,289,337	14%
GREENVILLE COUNTY LIBRARY SYSTEM	Greenville	SC	10	451,225	\$1,955,577	\$13,100,503	15%
HARTFORD PUBLIC LIBRARY	Hartford	CT	9	124,775	\$618,380	\$9,514,378	6%
HENRICO COUNTY PUBLIC LIBRARY	Henrico	VA	10	311,726	\$1,831,069	\$15,596,169	12%
JEFFERSON COUNTY PUBLIC LIBRARY	Lakewood	CO	10	537,219	\$3,301,202	\$24,434,940	14%
JERSEY CITY	Jersey City	NJ	9	250,050	\$637,607	\$8,354,255	8%
KANSAS CITY PUBLIC LIBRARY	Kansas City	MO	9	218,765	\$2,826,621	\$19,702,204	14%
LAFOURCHE PARISH PUBLIC LIBRARY	Thibodaux	LA	9	96,669	\$698,126	\$5,241,458	13%
LAKE COUNTY PUBLIC LIBRARY	Merrillville	IN	10	242,837	\$1,471,249	\$10,080,778	15%
SANTA CRUZ LIBRARIES*	Santa Cruz	CA	9	206,616	\$769,269	\$11,564,515	7%
AVERAGE							

Source PLDS: FY11/12  
\*Downtown not counted as a branch

Materials Expenditures as % of Revenue for Libraries with Number Borrowers within 5% of SCPL

Location	City	State	Number of branches	Service Population	Total Materials Expenditures	Total Revenue	% of Revenue spent on materials
ANCHORAGE MUNICIPAL LIBRARIES	Anchorage	AK	102,056	\$942,983	\$12,806,482	7%	
BEAUFORT COUNTY LIBRARY	Beaufort	SC	99,186	\$250,461	\$3,481,746	7%	
BERKELEY COUNTY LIBRARY SYSTEM	Moncks Corner	SC	99,055	\$284,594	\$2,763,637	10%	
BLOUNT COUNTY PUBLIC LIBRARY	Maryville	TN	101,946	\$251,979	\$2,032,468	12%	
CARROLL COUNTY PUBLIC LIBRARY	New Windsor	MD	96,350	\$1,513,708	\$9,827,786	15%	
CHATTANOOGA PUBLIC LIBRARY	Chattanooga	TN	96,998	\$572,850	\$6,088,780	9%	
CLARK COUNTY PUBLIC LIBRARY	Springfield	OH	101,722	\$578,758	\$6,335,067	9%	
CLERMONT COUNTY PUBLIC LIBRARY	Batavia	OH	103,898	\$911,199	\$8,204,542	11%	
COMMUNITY LIBRARY	Salem	WI	98,214	\$119,971	\$1,526,378	8%	
EUGENE PUBLIC LIBRARY	Eugene	OR	101,677	\$837,328	\$12,056,330	7%	
GREENE COUNTY PUBLIC LIBRARY	Xenia	OH	98,525	\$1,323,554	\$7,418,430	18%	
HALL COUNTY LIBRARY SYSTEM	Gainesville	GA	99,248	\$317,897	\$2,590,023	12%	
HAYWARD PUBLIC LIBRARY	Hayward	CA	95,173	\$329,797	\$3,842,327	9%	
JEFFERSON PARISH LIBRARY	Metairie	LA	98,877	\$2,396,394	\$21,350,977	11%	
KENOSHA PUBLIC LIBRARY	Kenosha	WI	98,214	\$539,090	\$6,296,567	9%	
KITSAP REGIONAL LIBRARY	Bremerton	WA	98,613	\$1,081,687	\$10,571,411	10%	
LAKEWOOD PUBLIC LIBRARY	Lakewood	OH	95,700	\$644,590	\$4,060,607	16%	
LIVE OAK PUBLIC LIBRARY SYSTEM	Savannah	GA	96,265	\$725,267	\$8,435,448	9%	
SANTA CRUZ LIBRARIES	Santa Cruz	CA	99,042	\$769,269	\$11,564,515	7%	
AVERAGE							

Source PLDS: FY11/12

# STAFF REPORT

DATE: June 20, 2013  
TO: Library Joint Powers Board  
FROM: Facilities Master Plan Steering Committee  
Via Teresa Landers, Director of Libraries  
RE: Facilities Master Plan Steering Committee

**RECOMMENDATION:** Approve a motion authorizing the Library Director to negotiate and execute contracts in the amount authorized in the FY13/14 budget for financial and polling services relevant to implementing the Library's facilities master plan.

## BACKGROUND

The Library's Facilities Master Plan was accepted in April 2013. An ad hoc committee of the Board was formed to work on how to implement the plan.

To date, the committee has received input from a variety of professionals in related areas including construction management, government financing and polling.

The fiscal year 13/14 budget includes allocations for both financial and polling consultants.

## DISCUSSION

In consultation with a variety of experts, the committee recognizes that the first step before making any decisions on how to proceed requires polling the electorate in anticipation of presenting a ballot measure to finance the implementation of the facilities master plan.

In order to do an effective poll, we need to have a better sense of the potential cost to taxpayers. Since there are many options when it comes to structuring the financial aspect, it is important to get analysis, advice and input from an expert on government financing. Our situation is further complicated by our particular governing structure.

These two consultants work closely not only with the Library JPA but with each other to develop the most viable options to then test with the electorate. The recommended financial advisor is Tim Sheurer. He has worked for the City of Santa Cruz as well as with Gene Bregman, the identified pollster. Gene Bregman is the only pollster in Santa Cruz County and has a great deal of experience working with the Library.

It is anticipated that the polling can take place in July or early August with full results presented to the LJPB at the September 9 regular Board meeting. These results will then inform the rest of the implementation process. The Facilities Master Plan Steering Committee recommends approval of a motion authorizing the Library Director to negotiate and execute contracts in the amount authorized in the FY13/14 budget for financial and polling services relevant to implementing the Library's facilities master plan.



Dear Paula,

Thank you for going the extra mile to get our cards processed and mailed out. You are a gem.

I will forward your email to the 3 families so they can keep an eye out for them. Please let Valerie Murphy know the group had a fabulous time. THANK YOU!

You all run a wonderful program, and we feel so blessed to be able to take part in what you have to offer.

With much appreciation,

Lily

Lily Hasebe, Director  
Neighborhood Childcare Center  
904 Western Drive  
Santa Cruz, CA 95060  
(831) 423-9073

For monthly report

Dear Santa Cruz Public Libraries,  
We are a small 5<sup>th</sup>/6<sup>th</sup> grade leadership class in the Independent Study program at Pacific Elementary School in Davenport. We are happy to inform you that we chose five different organizations for one of our Leadership projects, and your organization is one of them. We raised \$15.86 in donations for you.

We realize that the Libraries do not have too much money and we do not like that they are in danger of closing.

We are really appreciative of all of the libraries. Thank you for your services.

Sincerely,

Malia Rawlings, age 11, 6<sup>th</sup> grade

Melia Van Hecke, age 11, 6<sup>th</sup> grade

Sophia Alexander-Sidhom, age 12, 6<sup>th</sup> grade

Sage Liem, age 11, 5<sup>th</sup> grade

Eva Dykark, age 10, 5<sup>th</sup> grade

Jade Davidson, age 10, 5<sup>th</sup> grade

Miley Voornell, age 11, 5<sup>th</sup> grade

mercy Kendall grade 6 age 12.

GREGORY L RAWLINGS  
AMY L RAWLINGS

[REDACTED]  
[REDACTED]

5/29/13

DATE

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1-4288/1210 851  
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PAY TO THE  
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S.C. Public Libraries

\$ 15.86

Fifteen and 86/100

DOLLARS



Security  
Features  
Details on  
Back



Wells Fargo Bank, N.A.  
California  
wellsfargo.com

FOR

Amy Rawlings

MP

[REDACTED]

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## Certificate for Kevin

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Dale Zevin <dzevin@cityofsantacruz.com>

Thu, May 30, 2013 at 9:34 AM

To: "Lauren Suhd (suhdl@santacruzpl.org)" <suhdl@santacruzpl.org>, Teresa Landers <landerst@santacruzpl.org>

Hi. Just wanted to let you know that Kevin Hildreth is participating this morning in the 8th and last class of the Employee and Leadership Development Program and received his Certificate of Completion.

Thanks for your support of his participation and personal and professional growth.

### **Dale**

Dale Zevin

HR Analyst/Training Manager

City of Santa Cruz

809 Center St. Room 6

Santa Cruz, CA 95060



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## Website Statistics for May 2013

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Ann Young <younga@santacruzpl.org>

Mon, Jun 3, 2013 at 12:21 PM

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

Here is a breakdown for May:

Total visits: 120,205 (SCPL website: 82,719; SCPL Catalog: 37,486)

Total pageviews: 489,775 (SCPL website: 165,456; SCPL Catalog: 324,319)

The top content sources for the above pageview statistics are:

SCPL Catalog - 324,319 pageviews

SCPL homepage - 67,682 pageviews

Branch pages - 14,949 pageviews

Local history articles - 11,810 pageviews

Kids page - 10,479 pageviews

Internet Resources (links to subscription databases) - 9,730 pageviews

Community Information Databases - 9,709 pageviews

Local history photo gallery - 6,563 pageviews

Ematerials (links to ebook, eaudio vendors) - 3,781 pageviews

Newspaper Clipping Index - 3,712

Teens page - 3,131 pageviews

Library services - 2,773 pageviews

Evergreen FAQ/Tutorials - 2,735 pageviews

Events calendar - 2,619 pageviews

Reader's Link (Staff pick book reviews, etc.) - 1,899 pageviews

Site search - 1,819 pageviews

Library Admin pages (LJPB agendas, audio files, etc.) - 1,496 pageviews

Local News Index - 1,448 pageviews

Contact Us - 927 pageviews

What's New - 849 pageviews

Sheet Music Database - 715 pageviews

[print](#)

## **News briefs**

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by [Press-Banner](#)

05.31.13 - 09:18 am

### **Local artists sought for second mural of 2013**

After a successful Mural-in-a-Day was completed on the side of Nob Hill Market on Saturday and Sunday, May 18 and 19, the call has gone out for artists to design a second mural in Scotts Valley.

Scotts Valley Mural-In-A-Day Project seeks artists in Santa Cruz County to design a mural for the north side of the new Scotts Valley library. The theme for the mural is "Remembering Sky Park Airport."

Proposals are due at 4:30 p.m., Friday, June 21.

Those interested should send email [dawn@scottsvalleyartisans.com](mailto:dawn@scottsvalleyartisans.com) to notify the Regional Artisans Association of interest and to receive detailed instructions. Artists will be required to send a color drawing to scale of their mural along with a list of material to be used, their resume, contact information, examples of other works, background information, a statement of your design, and a self-addressed stamped envelope for return of materials. Mail items to Scotts Valley Artisans, c/o Dawn Teall, 230-D Mt. Hermon Road, Scotts Valley, CA 95066. Fax or email are not accepted. The winning design artists will receive of stipend of \$2,000 when the mural is completed. For more information: 439-9094, or [info@scottsvalleyartisans.com](mailto:info@scottsvalleyartisans.com).

### **Local author releases yoga book**

Scotts Valley author and illustrator Ellen Allen released her first children's book, "Yoga Mom."

On each page, Allen illustrates the different physical and behavioral qualities that yoga practice brings about. Allen said in a press-release that she hopes to inspire an encourage non-yoga-practicing moms to begin yoga for the physical and mental health benefits.

The book shows the qualities and benefits that yoga brings including a flexible spine, patience, confidence, physical strength, and a healthy heart. The book is for sale for \$9.99 on [www.amazon.com](http://www.amazon.com).

For information: 421-2684 or email [PositiveScribes@gmail.com](mailto:PositiveScribes@gmail.com).

### **Summer reading to launch at library**

The Santa Cruz Library System's annual summer reading program is set to begin June 10. All ten branches in the system, including Scotts Valley, Felton and Boulder Creek will participate in the program themed "Reading is delicious."

Children and teens can track their reading and earn summer reading dollars and attend programs all summer long. For information, contact a local branch or visit [www.santacruzpl.org](http://www.santacruzpl.org). Sign-ups begin June 10 and the program concludes July 28 with the annual Festival of the Book, from 1 to 4 p.m. on July 28 at Harvey West Park, 326 Evergreen Street in Santa Cruz.

*To comment or submit information for brief news items, e-mail [pbeditor@pressbanner.com](mailto:pbeditor@pressbanner.com) or post a comment on [www.pressbanner.com](http://www.pressbanner.com).*

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SANTA CRUZ  
PUBLIC LIBRARIES

FOR IMMEDIATE RELEASE

June 19, 2013

**WHAT:** Call to local musicians: *SoundSwell: Santa Cruz Public Libraries Local Music Database* project seeks to license your music

**WHEN:** Additions are ongoing. Test database launch scheduled for August

**WHO:** Local Musicians of Santa Cruz County

**WHERE:** Santa Cruz Public Libraries

The Santa Cruz Public Libraries (SCPL) and Santa Cruz Rehearsal Studios (SCRS) are working together on a project to expand access to local music. *SoundSwell: Santa Cruz Public Libraries Local Music Project* is beginning construction on a streaming database of local music that library cardholders can download for free. The project also seeks to establish an historical archive of local music for future generations. The library respects the time and money it takes to create musical works and hopes to purchase licenses for these albums directly from local musical artists.

Virtual Services Coordinator Diane Cowen says, "We are lucky to have such a vibrant local music scene which contributes to the unique cultural identity of Santa Cruz. SCPL wants to help the creators of our local culture to connect with each other, connect with the community, disseminate their art, and contribute to the historical record of Santa Cruz. And we want to pay them for their hard work!"

Local musicians interested in licensing their music can find more information about the project at the Santa Cruz Rehearsal Studios blog: <http://bit.ly/15ObYiv> or by contacting Diane Cowen of the Santa Cruz Public Libraries or Jennifer Gallacher of Santa Cruz Rehearsal Studios.

Diane Cowen  
Virtual Services Coordinator  
Santa Cruz Public Libraries  
831-427-7706 x 7763  
[cowend@santacruzpl.org](mailto:cowend@santacruzpl.org)

Jennifer Gallacher  
Santa Cruz Rehearsal Studios  
831-425-7277  
[jenn@santacruzrehearsalstudios.com](mailto:jenn@santacruzrehearsalstudios.com)

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## [calix] [CSL\_FYI] Younger Americans' Library Habits and Expectations | Pew Internet Libraries

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Brandis, Rushton@CSL <Rushton.Brandis@library.ca.gov>  
To: "calix@lists.gseis.ucla.edu" <calix@lists.gseis.ucla.edu>

Tue, Jun 25, 2013 at 8:47 AM

The full report is available at

<http://libraries.pewinternet.org/2013/06/25/younger-americans-library-services/>

### Summary of Findings

Younger Americans—those ages 16-29—exhibit a fascinating mix of habits and preferences when it comes to reading, libraries, and technology. Almost all Americans under age 30 are online, and they are more likely than older patrons to use libraries' computer and internet connections; however, they are also still closely bound to print, as three-quarters (75%) of younger Americans say they have read at least one book in print in the past year, compared with 64% of adults ages 30 and older.

Similarly, younger Americans' library usage reflect a blend of traditional and technological services. Americans under age 30 are just as likely as older adults to visit the library, and once there they borrow print books and browse the shelves at similar rates. Large majorities of those under age 30 say it is "very important" for libraries to have librarians as well as books for borrowing, and relatively few think that libraries should automate most library services, move most services online, or move print books out of public areas.

At the same time, younger library visitors are more likely than older patrons to access the library's internet or computers or use the library's research resources, such as databases. And younger patrons are also significantly more likely than those ages 30 and older to use the library as a study or "hang out" space: 60% of younger patrons say they go to the library to study, sit and read, or watch or listen to media, significantly more than the 45% of older patrons who do this. And a majority of Americans of all age groups say libraries should have more comfortable spaces for reading, working, and relaxing.

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Rush Brandis

California State Library

List archives and other configuration options are available at <https://lists.gseis.ucla.edu/sympa/info/calix>  
To unsubscribe from the list send a message to [requests@lists.gseis.ucla.edu](mailto:requests@lists.gseis.ucla.edu) with the subject **unsubscribe calix**



# 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 29, 2013

AGENDA: June 3, 2013

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

### REVISED REVENUE ESTIMATES FOR 2012-13 AND 2013-14

Dear Members of the Board:

The purpose of this letter is to provide your Board with revised estimates of the funds available to the libraries for 2012-13 and 2013-14. The revised estimates, which update the estimates provided in January 2013, are based on the most recent data on sales and property tax revenues and updated population numbers for the service areas of the Santa Cruz City/County Library System and the Watsonville Library.

The tables that follow and Attachment 1 show:

- ✓ The population percentages used to distribute Library Financing Authority funds for 2012-13 and 2013-14; and
- ✓ The revised revenue estimates for 2012-13 and 2013-14.

#### Population

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

Table 1  
Population Percentages for 2012 and 2013

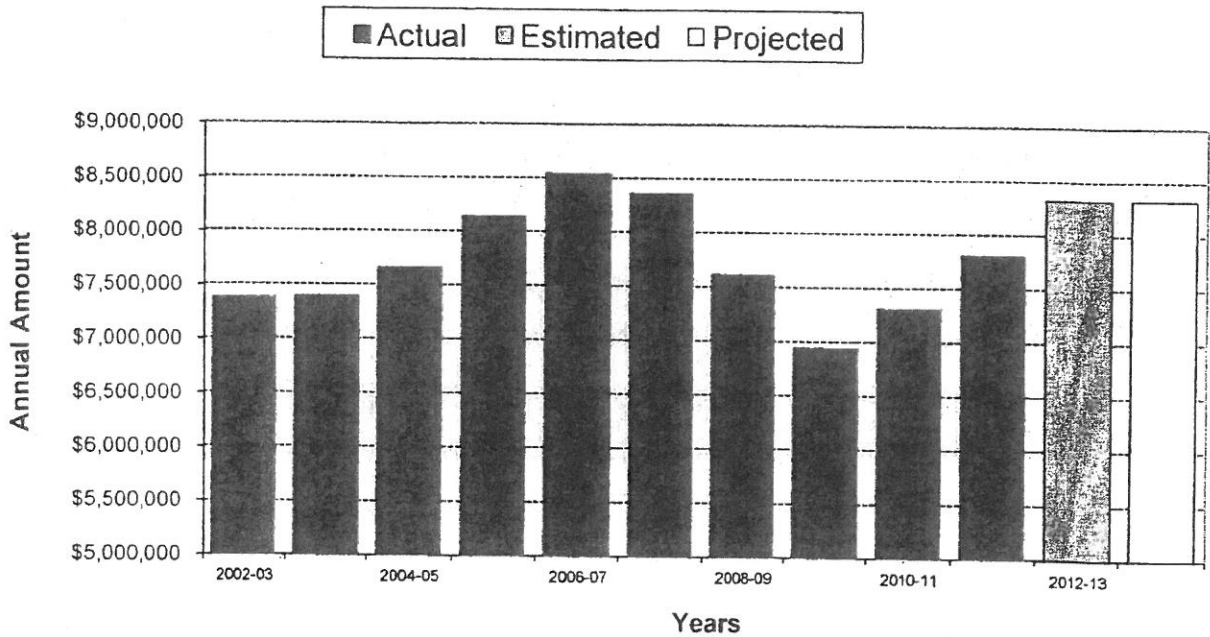
Item	2012	2013	Change
Santa Cruz City County Library System	77.46%	77.51%	0.05%
Watsonville Library	22.54%	22.49%	-0.05%
Totals	100.00%	100.00%	0.00%

#### Sales Taxes

As illustrated in the following graph, the sales tax component of the 2013-14 revenue estimate is based on 2012-13 performance. The estimate is conservative and therefore does not anticipate growth for 2013-14. We will provide an update on Sales Tax revenue when the final results for the fourth quarter

of 2012-13 are known in July. Through May, Sales Tax revenue for the fourth quarter of 2012-13 was \$98,600 above our January estimate. Attachment 2 provides a history of the library sales tax receipts.

**Library Sales Tax Revenue - Actual and Projected Receipts**



**Property Taxes**

The property tax estimates used to calculate the 2013-14 County Maintenance of Effort (MOE) contribution are based on 2% revenue growth. This includes the State Consumer Price Index (CPI) of 2% assessed value growth and an anticipated additional 1% assessed value growth due to partial Proposition 8 restorations as the market begins to recover from the previous years' reductions in assessed value.

Per the Joint Exercise of Powers Agreement for the Library Financing Authority, the MOE contributions from the Cities of Santa Cruz and Watsonville are fixed and set at \$1,394,751 and \$541,684, respectively.

**Revised Revenue Estimates**

As shown in Table 2, the revised revenue estimate for 2012-13 increased by \$214,177 from the revenue estimate provided to your Board in January 2013 and the revenue estimate for 2013-14 has improved by \$188,032. Measure R Sales Tax estimates are based upon actual receipts through May, 2013. The Auditor-Controller has an existing procedure in place to distribute excess revenue as it is

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

**Table 2**  
**Revised Revenue Estimates - Jan 2013 Estimates Compared to May 2013 Estimate**

Item	2012-13					2013-14			
	Jan 1, 2012 Pop	Approved Budget	January Estimate	May Estimate	Jan - May Increase	January Estimate	Jan 1, 2013 Pop	May Estimate	Increase
<b>Measure R (Sales Tax)*</b>		\$7,692,187	\$8,082,048	\$8,327,541	\$245,493	\$8,082,048		\$8,327,541	\$245,493
<b>Maintenance of Effort</b>									
City of Santa Cruz		1,394,751	1,394,751	1,394,751	0	1,394,751		1,394,751	0
City of Watsonville		541,684	541,684	541,684	0	541,684		541,684	0
County		4,648,781	4,629,261	4,598,640	(30,621)	4,719,100		4,662,334	(56,766)
<b>Total MOE</b>		<u>6,585,216</u>	<u>6,565,696</u>	<u>6,535,075</u>	<u>(30,621)</u>	<u>6,655,535</u>		<u>6,598,769</u>	<u>(56,766)</u>
<b>Interest Earnings</b>		3,752	3,313	2,618	(695)	3,313		2,618	(695)
<b>Total</b>		<u>\$14,281,155</u>	<u>\$14,651,057</u>	<u>\$14,865,234</u>	<u>\$214,177</u>	<u>\$14,740,896</u>		<u>\$14,928,928</u>	<u>\$188,032</u>
<b>Distribution Detail</b>									
<b>Measure R (Sales Tax)</b>									
Watsonville Library	22.54%	\$1,733,819	\$1,821,694	\$1,877,028	\$55,334	\$1,821,694	22.49%	\$1,872,864	\$51,170
Santa Cruz Library System	77.46%	5,958,368	6,260,354	6,450,513	190,159	6,260,354	77.51%	6,454,677	194,323
<b>Total</b>	<b>100.00%</b>	<u>\$7,692,187</u>	<u>\$8,082,048</u>	<u>\$8,327,541</u>	<u>\$245,493</u>	<u>\$8,082,048</u>	<b>100.00%</b>	<u>\$8,327,541</u>	<u>\$245,493</u>
<b>Maintenance of Effort</b>									
Watsonville Library	22.54%	\$1,484,308	\$1,485,765	\$1,473,006	(\$6,902)	\$1,500,158	22.49%	\$1,484,063	(\$16,095)
Santa Cruz Library System	77.46%	5,100,908	5,085,508	5,062,069	(23,719)	5,155,377	77.51%	5,114,706	(40,671)
<b>Total</b>	<b>100.00%</b>	<u>\$6,585,216</u>	<u>\$6,571,273</u>	<u>\$6,535,075</u>	<u>(\$30,621)</u>	<u>\$6,655,535</u>	<b>100.00%</b>	<u>\$6,598,769</u>	<u>(\$56,766)</u>
<b>Interest Earnings</b>									
Watsonville Library	22.54%	\$846	\$747	\$590	(\$157)	\$747	22.49%	\$589	(\$156)
Santa Cruz Library System	77.46%	2,906	2,566	2,028	(538)	2,566	77.51%	2,029	(539)
<b>Total</b>	<b>100.00%</b>	<u>\$3,752</u>	<u>\$3,313</u>	<u>\$2,618</u>	<u>(\$695)</u>	<u>\$3,313</u>	<b>100.00%</b>	<u>\$2,618</u>	<u>(\$695)</u>
<b>Grand Total</b>									
Watsonville Library	22.54%	\$3,218,972	\$3,302,348	\$3,350,624	\$48,276	\$3,322,598	22.49%	\$3,357,516	\$34,918
Santa Cruz Library System	77.46%	11,062,183	11,348,709	11,514,610	165,901	11,418,298	77.51%	11,571,412	153,114
<b>Total</b>	<b>100.00%</b>	<u>\$14,281,155</u>	<u>\$14,651,057</u>	<u>\$14,865,234</u>	<u>\$214,177</u>	<u>\$14,740,896</u>	<b>100.00%</b>	<u>\$14,928,928</u>	<u>\$188,032</u>

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

**Library Tax Data**

HdL Companies currently provides the County with sales tax data and reports and conducts tax audits to recover unpaid revenues. Because the County's Measure "R" Library Tax is a separate tax, HdL Companies has offered to enter into a separate agreement and resolution with the Library Financing Authority to provide similar services. The data and reports would provide staff with better information for projecting sales tax revenues, while the transaction tax audits would insure that the Library Financing

Authority is receiving all revenues to which it is entitled. HdL Companies occasionally finds incidents where the tax has not been paid, though the amounts are not always large.

Under the proposed agreement, HdL Companies would provide the data and reports at no additional charge as long as they can provide them in conjunction with their current arrangements with the County, including meetings and correspondence. In addition, to conduct the transaction tax audits, HdL Companies would cover its costs by charging against any new revenues that their audits generate.

**Recommendation**

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

1. Approve the amounts shown in Table 2 on page 3 of this letter as the revised revenue estimate for 2012-13 and the final revenue estimate for 2013-14;
2. Authorize the Auditor-Controller to make all necessary adjustments to facilitate 2012-13 year end closing and 2013-14 budget adjustments and distribute any revenue received in excess of the adopted budget in accordance with the population percentages;
3. Authorize the County Administrative Office to negotiate and execute an agreement with Marcum, LLP for the annual audit at a cost not to exceed \$3,500; and
4. Authorize the County Administrative Office to negotiate and execute an agreement with HdL Companies for data and reports on the County's Measure "R" Library Tax at no additional charge and for transaction tax audits with charges being paid out of new revenues.

Very truly yours,

  
Carol D. Kelly  
Assistant County Administrative Officer

Attachments

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

**Attachment 1**

Final Revenue Estimate for 2013-14

8

**2013-14 Final Revenue Estimate**  
**Library Financing Authority**  
**Population Adjustments, Authority Revenues and Disbursements**

Population <sup>1</sup>	Amount	Adj. <sup>2</sup>	Adj. Amount
<b>Watsonville Library</b>	<b>51,612</b>	<b>8,364</b>	<b>59,976</b>
<b>Library System</b>			
-- City of Santa Cruz	62,372		62,372
-- County Library Fund			
.. Unincorporated Area	131,012	(8,364)	122,648
.. Scotts Valley	11,678		11,678
.. Capitola	9,988		9,988
Total County Library Fund	152,678	(8,364)	144,314
<b>Total Library System</b>	<b>215,050</b>	<b>(8,364)</b>	<b>206,686</b>
<b>Grand Total</b>	<b>266,662</b>	<b>0</b>	<b>266,662</b>
<b>Library Financing Authority Revenues</b>			<b>Amount</b>
<b>Section 3.1 - Amount From Maintenance of Effort Contributions</b>			
-- City of Santa Cruz			\$1,394,751
-- City of Watsonville			541,684
-- County Library Fund			4,662,334
Total Maintenance of Effort			\$6,598,769
<b>Section 3.4 - Amount from Special Tax</b>			
Interest Earnings			
Carry Over Amount			
			0
<b>Distribution Amount</b>			<b>\$6,598,769</b>
-- County-wide Population			266,662
<b>Per Capita Amount</b>			<b>\$24.75</b>
<b>Library Financing Authority Disbursements</b>		<b>Distribution %</b>	<b>Amount</b>
-- Watsonville Library	59,976	22.49%	\$3,357,516
-- Library System	206,686	77.51%	11,571,412
<b>Total</b>			<b>\$14,928,928</b>

<sup>1</sup> From January 2012 and 2013 Official State Estimates of the Population of California Cities and Counties (Report E-1) published by the State Department of Finance May 1, 2013.

<sup>2</sup> See Section 4.3 of the Library Financing Authority Agreement and the attached population adjustment.



**Population Adjustments**

Item	Adjustments	Total	Library System	Watsonville Library
1. Department of Finance Population Estimate for January 1, 2013 (E-1 Report).		266,662	215,050	51,612
2. Joint Exercise of Powers Agreement Santa Cruz County Library Financing Authority Section 4.3 (A) Service Area Population Adjustment for 2013-14 of plus 3.1366% for the Watsonville Library and minus 3.1366% for the City-County Library System.	8,364			
3. Joint Exercise of Powers Agreement Santa Cruz County Library Financing Authority Section 4.3 (B) Service Area Population adjustment for annexations applicable to the 2013-14 Fiscal Year.	0			
Totals	8,364		(8,364)	8,364
Adjusted Totals for 2013-14 Revenue Estimate		266,662	206,686	59,976

**Attachment 2**

History of the Library Sales Tax Measure  
Quarterly and Annual Amounts

11

Library Sales Tax Receipts - Quarterly and Annual

Year	Quarter	Quarterly Actual and Est/Act (Bold)	Estimate **	Annual		
				Actual/ Estimate	Change over Prior Year	% Change over Prior Year
2002-03	1	1,826,667				
2002-03	2	2,032,714				
2002-03	3	1,833,704				
2002-03	4	1,686,660		\$7,379,745	(\$91,239)	-1.22%
2003-04	1	1,843,988				
2003-04	2	1,986,815				
2003-04	3	1,787,501				
2003-04	4	1,712,421		\$7,330,725	(\$49,020)	-0.66%
2004-05	1	1,969,607				
2004-05	2	1,911,909				
2004-05	3	1,983,125				
2004-05	4	1,800,041		\$7,664,682	\$333,957	4.56%
2005-06	1	1,912,226				
2005-06	2	2,298,069				
2005-06	3	2,060,642				
2005-06	4	1,878,281		\$8,149,218	\$484,536	6.32%
2006-07	1	2,124,038				
2006-07	2	2,318,897				
2006-07	3	2,098,577				
2006-07	4	1,998,430		\$8,539,942	\$390,724	4.79%
2007-08	1	2,182,266				
2007-08	2	2,182,896				
2007-08	3	2,035,609				
2007-08	4	1,953,174		\$8,353,945	(\$185,997)	-2.18%
2008-09 *	1	2,112,168				
2008-09	2	2,125,649				
2008-09	3	1,795,098				
2008-09	4	1,570,743		\$7,603,658	(\$750,287)	-8.98%
2009-10	1	1,783,988				
2009-10	2	1,764,882				
2009-10	3	1,747,693				
2009-10	4	1,650,856		\$6,947,419	(\$656,239)	-8.63%
2010-11	1	1,845,994				
2010-11	2	1,944,408				
2010-11	3	1,784,248				
2010-11	4	1,738,035		\$7,312,685	\$365,266	5.26%
2011-12	1	1,977,610				
2011-12	2	2,017,194				
2011-12	3	1,926,748				
2011-12	4	1,878,232		\$7,799,784	\$487,098	6.66%
2012-13	1	2,067,292				
2012-13	2	2,213,276				
2012-13	3	2,073,641				
2012-13	4	1,976,832		\$8,331,041	\$531,257	6.81%
2013-14	1		2,067,292			
2013-14	2		2,213,276			
2013-14	3		2,073,641			
2013-14	4		1,976,832	\$8,331,041	\$0	0.00%
2013-14 Estimated Total Receipts Net of Audit Fee				\$8,327,541		

History for additional years going back to Fiscal Year 1997-98 is available upon request.  
 \* The amount for the 1st quarter of 2008-09 includes the cost of the Measure R Election.  
 Estimated cost of the election was \$275,000. Actual cost of the election was \$198,267.  
 \*\* Bold Amounts are Estimated