



## LIBRARY JOINT POWERS AUTHORITY BOARD

Monday January 13, 2014  
Downtown Branch Meeting Room  
224 Church St, Santa Cruz, CA 95060

6:30-6:45 PM      CLOSED SESSION

Personnel – Discussion of Evaluation of Library Director  
(Government Code §54957)  
Martin Bernal, City Manager

6:45 PM      PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA OF JANUARY 13, 2014
3. ORAL COMMUNICATIONS
4. ELECTION AND SEATING OF NEW CITIZEN BOARD MEMBER
  - James Mosher
  - Fred Reiss
5. PRESENTATIONS:
  - Pacific Station Project – David Schnee, Group 4 Architecture, Research + Planning, Inc.
  - Makers Space - Dave Britton
6. STAFF RECOGNITION
7. MEMBER REPORTS

8. CONSENT AGENDA

- A. Approve Minutes of December 2, 2013 (PG.17-20)
- B. Resolution to accept \$7,500 grant for Community Reads from Cal Humanities (PG.21-23)

9. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

10. STAFF REPORTS

*INFORMATION ITEMS*

- A. Monthly Narrative Report: November and December 2013 (PG.24-32)
- B. Statistical Reports (PG.33-35)
- C. Financial Snapshots November (PG.36)
- D. Facilities Master Plan Update (PG.37)
- E. ILS Implementation Update (PG.38)

11. OTHER BUSINESS

- A. Approve replacement for David Terrazas on Finance Subcommittee

12. WRITTEN COMMUNICATIONS

- A. Patron Written Comments (PG.39-42)
- B. Security Incidents Log (PG.43-44)
- C. Website Statistics (PG.45-46)
- D. Articles about Santa Cruz and California Libraries (PG.47-58)
- E. Articles on Libraries Nationwide (PG.59-64)

13. BOARD MEETING CALENDAR

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

14. NEXT MEETING

The next regularly scheduled meeting is Monday February 10, 2014 at 6:30 pm at the Downtown Branch Library.

15. ADJOURN

The Library Joint Powers Authority Board will adjourn from the Regular Meeting of January 13, 2014 to the Regular Meeting of February 10, 2014 at 6:30pm at the Downtown Branch Library Meeting Room.

The Santa Cruz City-County Library System does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, we ask that you attend fragrance free. Upon request, the agenda can be provided in a format to accommodate special needs. Additionally, if you wish to attend this public meeting and will require assistance such as an interpreter for American Sign Language, Spanish, or other special equipment, please call the Library Administration Office at 427-7706 at least five days in advance so that we can arrange for such special assistance, or email [subfinders@santacruzpl.org](mailto:subfinders@santacruzpl.org).

Santa Cruz Public Library  
Library Joint Powers Board

**Citizen Member Application for Appointment**

***Note: Information contained in this application will become part of the public record.***

***Applications must be received via mail or e-mail by 5:00pm November 12, 2013.***

***Feel free to add additional pages or attach a resume or curriculum vita.***

***For more information, contact Teresa Landers, Library Director or David Terrazas, Chair of the Board.***

Email: [landerst@santacruzpl.org](mailto:landerst@santacruzpl.org) or [dterrazas@cityofsantacruz.com](mailto:dterrazas@cityofsantacruz.com)

Mail: Santa Cruz Public Libraries  
Citizen Member Applications  
117 Union St.  
Santa Cruz, CA 95060

Name: James F. Mosher  
Address: 5707 Plateau Drive  
Felton, CA 95018

Phone: 831-216-1156  
Email: [jimmosher@sbcglobal.net](mailto:jimmosher@sbcglobal.net)

Occupation: (If retired, what was your occupation?)

Public Health law researcher and policy analyst specializing in alcohol and other drug policy.

How long have you been a resident of Santa Cruz County?

Since 1977 (with an absence from 1983-1990). Member of the UCSC pioneer class from 1965-1969. I currently work from my home office in Felton.

Briefly describe why you want to serve on the SCPL Joint Powers Board.

I am passionate about libraries, and wish to help make our system a model of how libraries can serve the public in the 21st century. I believe I can make significant contributions to the ongoing effort to build and sustain such a system in Santa Cruz County. I am seeking new opportunities for community service.



Briefly describe the specific knowledge, education, experience, abilities and skills you feel would be valuable to the Board.

I believe I can provide important skills and experience to the board. I am an attorney with expertise in community-based organizations and have served on numerous governmental and non-profit boards including several in Santa Cruz County. I was a leader of Felton FLOW (Friends of Locally Owned Water). FLOW organized and implemented a successful campaign to pass a \$10 million bond, which was used by the San Lorenzo Valley Water District to purchase the Felton system and integrate into the SLVWD. I served as chair of FLOW's legal committee, which successfully negotiated with various public governmental bodies (including the Board of Supervisors and SLVWD) to create a Mello-Roos voting district and develop the legal documents needed to accomplish the purchase of the water system. I have also served in the organizing committee to pass a statewide initiative to increase alcohol taxes. Although ultimately unsuccessful, I learned valuable lessons regarding political campaigns. This experience can be especially valuable to the Board as it considers a bond measure to support library facilities.

My professional work is focused on building community capacity to address alcohol and other drug problems. I have organized numerous political campaigns and provided expert technical assistance to community groups regarding legal issues regarding the implementation of local policies and promoting an informed, active citizenry. I am also an experienced fundraiser, successfully raising funds from foundations, governmental agencies, and private sources.

I have strong management and leadership skills. I served as Executive Director of the Marin Institute for the Prevention of Alcohol and Other Drug Problems. In that capacity, I reported to a non-profit board, oversaw a \$2.5 million budget, managed a staff of 20 professionals, supervised fundraising campaigns, worked with the organization's Board of Directors to develop long-term strategic plans, and developed and supervised an ambitious program development effort. As documented in my resume, I have had numerous other management-level positions with similar responsibilities in both non-profit and for-profit organizations.

Please indicate areas in which your knowledge would benefit the Board:

- Finance
- Strategic Planning
- Legal
- Government Relations
- Management
- Human Resources
- Building Programs
- Technology

- \_\_\_\_\_ Marketing
- \_\_\_\_\_ Librarianship
- \_\_\_\_\_ Other (please explain)

List and briefly describe current or former involvement in community or professional organizations that you feel is relevant to your candidacy for the Board.

See my resume for a full list of my participation in community and professional organizations. Highlights include:

Santa Cruz County Alcoholism Advisory Board (1982-83)

ORGANIZE Training Center, Board of Directors (1998-2003)

Felton FLOW (Friends of Locally Owned Water) Steering Committee, Chair, Legal Committee;

California Governor's Citizens Committee on Alcoholic Beverage Control (1982-83)

American Public Health Association, Governing Council (1988-89); Program Development Board (1995-96)

How would you describe your knowledge of the Santa Cruz County Public Library system?

I have been active in the Felton Friends of the Library since its inception in 2005 and have assisted in many of its fundraising and community awareness events. During this time, I have attended numerous Joint Powers Board meetings, and have become familiar with its governing and staffing structure, services, mission, and challenges. As mentioned at the beginning of my application, I am passionate about libraries and their important role in building community and providing educational opportunities for all ages.

What do you think are the library's most important roles in the community?

Libraries have critical roles for the communities that they serve. They provide a learning environment for all ages and backgrounds. This is particularly critical for low income communities and families who may not have the resources to purchase their own educational materials. They introduce young people in particular to a whole universe of experience and learning opportunities, and play a crucial role in building early literacy.

Libraries also serve as a community hub – a gathering place and forum that brings people together for a common purpose – to learn and grow. The strength of our communities and society as a whole is our diversity on multiple levels. The risk of that diversity is divisiveness and disrespect. Libraries celebrate our diversity and serve as an institution that heals the divisiveness and builds respect. They do this in part by focusing our attention on learning the facts, understanding and respecting different points of view. The fact that polls show

that funding for libraries is so strongly supported across all sectors of the community reflects this critical role that libraries play here in Santa Cruz County and across the country.

What are some of the challenges facing libraries?

First and foremost is stable and adequate funding. As the system looks forward to modernizing facilities and in some branches expanding the footprint, allocating funds for increased usage and services will be vital in order to meet the demands of the public.

Library staff has done an outstanding job in fulfilling the library's mission in the face of the funding shortages. Strategic use of resources to continue to expand the library's outreach efforts and to serve our diverse communities is an ongoing challenge.

What are some of the opportunities facing libraries?

New technologies provide multiple opportunities for optimizing library functions in service of communities. Internet ordering of books, which allows library users to access the library's collection at their local branches is a practical example of how the library has started to adopt new technologies in a strategic way. More globally, the fact that libraries are one of the very few public institutions that gains widespread support and enthusiasm from all sectors of the community provides multiple opportunities to enhance community life and discourse.

What are your goals in serving on the Board?

As discussed earlier, my goals are to strengthen the library system and to serve as a resource and spokesperson for the library system. I am hopeful that my skills and expertise will be useful to the Board as it moves forward in the next few years in seeking new funding (possibly with a bond measure campaign) and addressing the challenges and opportunities on the horizon.

Do you have regular access to email and the Internet?

Yes

Provide any other information that you feel would be of interest.



October 23, 2013

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Santa Cruz Public Library  
Library Joint Powers Board

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**For more information, contact Teresa Landers, Library Director or David Terrazas, Chair of the Board.**

Email: [landerst@santacruzpl.org](mailto:landerst@santacruzpl.org) or [dterrazas@cityofsantacruz.com](mailto:dterrazas@cityofsantacruz.com)

Mail: Santa Cruz Public Libraries  
Citizen Member Applications  
117 Union St.  
Santa Cruz, CA 95060

Name: Fred Reiss

Address:  
6 Manzanita Rd

Phone: 831 335-5565

Email: [fpreiss@aol.com](mailto:fpreiss@aol.com)

Occupation: (If retired, what was your occupation?) Freelance writer.

How long have you been a resident of Santa Cruz County? 25 years

Briefly describe why you want to serve on the SCPL Joint Powers Board.  
I believe the library can be the main heart of a community and the future for youth.

Briefly describe the specific knowledge, education, experience, abilities and skills you feel would be valuable to the Board.

I have been a library patron my entire life. I can easily see how the definition of a library is expanding to include meeting areas, children's areas, and events. I was a literature and theater major. I've worked as a public affairs director at Clear Channel radio and know the importance of community and education. I've been a journalist and won a PEN award for one of my novels.

Please indicate areas in which your knowledge would benefit the Board:

Strategic Planning  
yes  Government Relations  
yes  Management  
yes  Human Resources  
yes  Building Programs  
yes  Technology  
yes  Marketing  
yes  Librarianship  
 Other (please explain

List and briefly describe current or former involvement in community or professional organizations that you feel is relevant to your candidacy for the Board.

I'm active in Relay For Life in Scotts Valley. I'm a two-time cancer survivor.

How would you describe your knowledge of the Santa Cruz County Public Library system? Excellent.

What do you think are the library's most important roles in the community?

The need to establish an area where the people can gather to discuss issues, and have access to an extensive list of books, music, films, and the internet. A place where kids can get excited about education and fuel their passions.

What are some of the challenges facing libraries?

Lower e-book costs. Revenue-generating businesses on-site, like a coffee house setting. Why should Starbuck get the money when all people need is a place to gather, work on their computers, or read the paper?

What are some of the opportunities facing libraries?

A more involved staff with the public because computer self-check out frees them up to interact with patrons and set up programs.

What are your goals in serving on the Board?

Encourage more community events to increase participation. I believe the Martin Luther King library in San Jose is a great role model, an inspiration.

Do you have regular access to email and the Internet? Yes

Provide any other information that you feel would be of interest. I said everything. But I have an engaging personality and I'm a funny guy who genuinely likes people.

Fred Reiss  
11/9/2013

Signature

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Date

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# MAKER'S SPACE IN LIBRARIES

## Brave New Library

Posted Friday, November 22, 2013 - 12:05

The Scoop

Chicago Public Library embraces high-tech

By Tim Lukkebaeger

The award-winning Innovation Lab at Chicago Public Library (CPL), home to a Maker Lab featuring 3D printers, laser cutters, vinyl cutters, and a milling machine, took center stage this week at a conference held at the Harold Washington Library Center in downtown Chicago.

Participants at the conference got a chance to tour the lab and other innovative tech-centric initiatives at the library during the two-day event. The Maker Lab has a little over a month left at Harold Washington, before the temporary program ends on December 31.

The Maker Lab is the first experiment with CPL's Innovation Lab, according to Commissioner Brian Bannon. Librarian John Christensen, who works in the Maker Lab, tells *American Libraries* that MakerBot 3D printers, which create three-dimensional objects with liquid plastic, are the lab's most popular feature. Classes that show how to use the machines are always full, he says.

One exercise allows patrons to perform a 3D scan of their head and shoulders using the camera from an Xbox Connect videogame console. Students then use the MakerBot to create a plastic replica. "Someone has written software for [the Xbox], so it can take the information from scanning a person and put that into a file to reprint," Christensen says.

The lab also offers classes in Sculptris, a free digital sculpture program that enables patrons to design and print 3D figures. One student recreated a three-dimensional skeleton, Christensen says. Along with the printers, the lab has a full-spectrum laser cutter for cutting acrylic and a vinyl cutter that can make stickers, iron-ons, and temporary tattoos, among other things.

The lab opened to the public at the beginning of July and is funded until the end of 2013 through a grant from the Institute of Museum and Library Services. Christensen says the program could be extended a few more months, but once the lab closes the MakerBots and other equipment will remain in the library system, possibly at CPL branches.

Christensen says the Maker Lab program has attracted attention and interest from other libraries wanting to start their own labs. It's also raising eyebrows in the business community, winning a 2013 Chicago Innovation Award for Social Innovation in October.

"We are a victim of our own success in a sense because so many people want to see us keep [the Maker Lab], and we'll probably keep elements of it, but the lab space is designed to change," Bannon says.

CPL's Innovation Lab isn't the only place patrons will find 3D printers. Teens also have access to the machines at Harold Washington's YOUmedia learning area. The space, which attracts about 500–600 visitors a week, also features a vinyl cutter, laptop and desktop computers, a Sony PlayStation 3, an audio recording studio, and thousands of books.

Librarian Matt Jensen says the printers in YOUmedia "get a lot of use." The learning space also provides students with access to mentors in photography, music, and graphic design, among others, Jensen says.

The Maker Lab program also dovetails with CPL's Geeks in Residence program. The program is currently home to Public Good Software—established by former members of President Barack Obama's reelection campaign—which serves as a mentor and consultant to entrepreneurs. The company also provides classes at CPL on entrepreneurship in exchange for space at the library.

Bannon describes the Geeks in Residence program as an experiment that aims to deepen the library's "connection with the business community and help small businesses connect with one another and find success."

Although the Maker Lab program is nearing its end at the library, don't expect the YOUmedia or Geeks in Residence programs to go away any time soon. As for what replaces the Maker Lab once it's shut down, Bannon revealed, "Probably something with music."





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## STAFF REPORT

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DATE: January 8, 2014  
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

#### David Sadell

2 reasons (among many): becoming a tech troubleshooter par excellence. He's always ready to give it his best shot--& his best often is a bull's-eye. And, specifically, for one of the most elegant reference questions handovers I've seen, at Aptos on Mon 11/18, with Jim Emdy subbing at reference. Patrons come up to desk & ask a question (I didn't hear it), & David says, "Let me hand you over to my colleague Jim" and then adds, "Jim..." to alert Jim that a question's coming his way & make the patrons realize that they are being handed over to someone who is ready to help them. I know that many of our staff do this well, but this instance was particularly striking (Nominated by L. Auerbach).

#### Jeanne Czarnecki

A patron called our branch wanting to know about the "HICAP" program. Not knowing what this was I plugged the acronym into the Community Information Database and the two organizations that administer this federal program locally came right up. The patron was so happy she called us her "library angels." She said she had searched for this herself online but could not find reference to anything local. Thank you Jeanne for creating and maintaining this amazing resource (Nominated by M. McGrew-Frede)!

**Jasmin Avila**

On a Thursday evening, Jasmin was working with a new aide Downtown and went above and beyond the typical aide duties. She not only closed the entire downstairs alone, but I was LAll-ing it, and did the floor pickup after her only to find the entire floor perfectly cleared, computers off, etc. Good work (Nominated by M. Aufdermaur)!

**Jessica Teeter**

Jessica always responds to my requests quickly and brilliantly. Most recently, I realized that we needed to alert patrons that they wouldn't be able to do any downloading on the Friday after Thanksgiving due to Evergreen being down. Jessica came up with the perfect message, and it was on the website 20 minutes from the time I requested it (Nominated by H. Norquist).

**Kira Henifin**

I've been trying to figure out how to do a particular spreadsheet function for months, but I haven't been able to find the answer online and haven't had time to read an Excel book. I asked Kira, and she was able to teach me in a minute (Nominated by H. Norquist).

**Leslie Auerbach**

Leslie forwards the Best Books lists from all the sources she monitors as soon as they're published, making it easy for selectors to order them before the public starts requesting them (Nominated by H. Norquist).

**Valerie Murphy, Patty Webster, Jim Tarjan, Jeanne Czarnecki, Sheila O'Neil, Jim Emdy, Janie Tibblas, Gary Griffiths and Margaret Dawson**

All of these people made it possible to successfully serve 65 students from Soquel HS ALL AT ONCE when they came to Downtown Branch for their class visit on the French Revolution (Nominated by J. O'Driscoll).

**Jasmin Avila**

Jasmin has volunteered to be the primary shepherd for the library's Pinterest page. She has dreamed and implemented some great new ideas for new boards, and has generally boosted our engagement on this social media platform significantly. It's great to have her enthusiasm for the platform and the library put to such great use (Nominated by D. Cowen).

**Heather Norquist**

Heather has done a wonderful job delivering and facilitating a series of presentations on various topics, namely, highlights from the 2013 USBBY (United States Board on Books for Young People) Conference in St. Louis, updates on Mango, ALCTS' (Association for Library Collections & Technical Services) Floating Collections, etc. In addition, she makes sure ahead of time that equipment functions smoothly, and attendants are reminded by ample alerts (Nominated by H. Titango).

**Chase McLelan**

For doing a great job at welcoming our newest staff members. Chase helps provide support, training and an overall comfortable environment for our new comers. Thanks Chase (Nominated by D. Addison)!

**Elaine Andersen**

Working behind the scene, Elaine is one of those who interact directly with the general public, for she places orders and inputs new titles to our catalog accurately and timely. In addition, Elaine catalogs and processes DVDs and audios efficiently, thus shortening the turnaround time between ordering and circulating. There is no backlog for media materials (Nominated by H. Titangos)!

**David Sidle**

On Dec 11, David Sidle took a leadership role in identifying & dealing with the "peeper" who has been ogling women downtown, including getting an excellent photo of the man & positioning himself to be backup should the guard need assistance. This is an example of a worker truly stepping up & taking responsibility, & in so doing, contributing to the well-being of both fellow workers & the public (Anonymous).

**Gabe Reyes**

Thank you Gabe for decorating our lobby at Headquarters for the holidays. It looks really beautiful and festive. Your efforts are well appreciated (Nominated by P. Turpenen)!

**LIT**

Everyone from LIT did an absolutely AMAZING job of providing us with new staff computers. LIT staff's communication, their efficiency, their support, and their patience and good humor made a challenging situation go very smoothly! Hurray LIT (Nominated by Capitola Branch Staff)!

**Michael Howe**

... for being outstanding in his field ... Michael is our go-to guy for all accounting queries and quandaries. He is diligent and dedicated and downright dandy. ... a pleasure to work and share recipes with... and well-deserving of staff recognition. Thank you (Nominated by L. Meyer)!

**Gary Griffiths**

Gary is a very kind and patient coworker. He responds to all the problems promptly and professionally (Nominated by G. Wells).

**Tinka Anderson**

Tinka recently installed new computers at LSB. She made the transition very easy for the staff, but I could see the tremendous amount of work she had to accomplish. She even dusted all the computer shelves! Thank you, Tinka (Nominated by G. Wells)!

**Patrick Landis and Whitney James-Heskett**

In order to display the Lucky Day Collection in a prominent location at Felton, Patrick and Whitney volunteered to make room by shifting the bulk of the branch's collection. While shifting, they also took the time to clean the shelves. Thanks to their hard work, the Lucky Day Collection looks great and the branch is cleaner than it's been in a long time (Nominated by J. McCluskey).

**Gabe Reyes**

We are very lucky here at Headquarters to have Gabe. He is so helpful with everything here at Headquarters; from helping us with our timesheets, helping with Excel, the copier, when I am stumped, and everything else. He is really keeps morale high. You walk into this building and the first thing anyone sees, is the welcoming staff that is Gabe. ps: he does create the most wonderful decorations, and parties. Remember, he also, organizes the yearly food drive, and if it wasn't for him, it wouldn't such a successful program. Thank you Gabe, you are very much appreciated and respected (Nominated by P. Contreras).

SANTA CRUZ PUBLIC LIBRARIES  
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

Scotts Valley Branch Meeting Room  
251 Kings Village Road, Scotts Valley, CA 95066

December 2, 2013

6:30 PM PUBLIC MEETING

I. ROLL CALL

Present: Supervisor Zach Friend, Councilmember Michael Termini, Citizen Member Dick English, Citizen Member Martha Dexter, Citizen Member Nancy Gerdt, Councilmember David Terrazas, Councilmember Cynthia Mathews (arrived at 6:40pm), Supervisor Bruce McPherson, Councilmember Jim Reed

Staff: Teresa Landers, Library Director

II. APPROVAL OF MEETING AGENDA OF DECEMBER 2, 2013

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

**That the Board approve the Agenda of December 2, 2013**

**UNAN**

**Absent: Mathews**

III. ORAL COMMUNICATIONS

None

IV. PRESENTATIONS:

- Mango Languages & Little Pim by Heather Norquist, Librarian
- Snapshot Stories Update and Demo by Janis O'Driscoll, Programs and Partnerships Division Manager

V. STAFF RECOGNITION

Director acknowledges staff recognitions and Chair thanked staff on behalf of the Board.

VI. MEMBER REPORTS

None

VII. CONSENT AGENDA

A. Approve Minutes of November 7, 2013

**Councilmember Termini moved, seconded by Councilmember Reed**

**That the Board approve the minutes of November 7, 2013 with the following correction: Item III Oral Communications adding, "The Board discussed looking at increasing open hours at the February budget hearings".**

**UNAN**

B. Approve Circulation Policy

**Councilmember Termini moved, seconded by Councilmember Reed**

**That the Board adopt the new Circulation Policy.**

**UNAN**

C. Approve Board Meeting Calendar for 2014

**Councilmember Termini moved, seconded by Councilmember Reed**

**That the Board approve the Meeting Calendar for 2014**

**UNAN**

VIII. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

Kate Canlis, of the FSCPL, reported the following:

- Stay Home and Read a Good Book Fundraiser
  - So far has raised \$5,000 in the first 2 weeks

- Holiday Book Sale at the Downtown Branch Library after the Holiday Parade on December 7, 2013
- Civic Sale raised approximately \$13,000

IX. OTHER BUSINESS

A. Interviews for Citizen Board Member position:

- a. Marjorie Colletta (Did not make the meeting and was not present)
- b. Lisa Dilles
- c. James Mosher
- d. Fred Reiss
- e. Kathleen Ritchie (Withdrew her application)

All candidates spoke for 5 minutes each telling the Board why they should be chosen to serve on the Library Joint Powers Board as a Citizen Member.

X. STAFF REPORTS

- A. Monthly Narrative Report: October 2013
- B. Statistical Reports
- C. Financial Snapshots September and October
- D. Discard Process
- E. Facilities Master Plan
- F. ILS Implementation Update

XI. WRITTEN COMMUNICATIONS

- A. Patron Written Communications
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- C. Website Statistics
- D. Articles about Santa Cruz and California Libraries
- E. Articles on Libraries Nationwide

XII. BOARD MEETING CALENDAR

No changes

IX. NEXT MEETING

The LJPB will adjourn from the Regular Meeting of Monday, December 3, 2013 to the next regularly scheduled meeting on Monday, January 13, 2014 at 6:30 pm at the Downtown Branch Library Meeting Room.

X. ADJOURN

The regular meeting adjourned at 7:45 p.m.

Respectfully submitted,

Kira Henifin, Clerk of the Board

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



## STAFF REPORT

DATE: December 30, 2013  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Director of Libraries  
RE: Cal Humanities California Reads grant

**RECOMMENDATION:** Approve acceptance of \$7,500 grant from Cal Humanities for a California Reads public library grant.

### SUMMARY

SCPL has been awarded a \$7,500 grant from Cal Humanities for a California Reads public library grant. This grant will be combined with a similar one received by the Watsonville Library for a county wide reading program in October 2014.

### BACKGROUND

The past two community read programs were supported by grants from the National Endowment for the Arts and the Friends of the Library. While both these projects were incredibly successful, the limitations imposed by this particular grant resulted in looking elsewhere for support for a community wide reading project. The NEA grant was for the City of Santa Cruz only and it was difficult to stretch the project to include all the branches. There is also a limited choice of authors and titles.

We have been discussing the possibility of doing a true county wide project in coordination with Watsonville Public Library for a couple of years. This year's title in the California Reads program is *What it's like to go to war* by Karl Marlantes and is a title that will resonate with both communities. It has the additional advantage that SCPL is currently participating in a veteran's oral history project in coordination with the Folklife Center at the Library of Congress. These two projects dovetail well.

The requirements of the grant necessitated two separate applications from Watsonville and SCPL. Both were funded at their full amounts- \$7,500 for SCPL and \$5,000 for Watsonville (Grant amount is based on population service population). The grant will be supplemented by Friends funding from both organizations. The in-kind donation requirement will be very easy to achieve through staff time devoted to the project as well as the Friends donations.

### DISCUSSION

Watsonville and SCPL are excited to coordinate on this project and will begin the planning in January for a tentative implementation date of October 2014.

As the selected title is not the most appropriate for younger audiences, a related title will be used in the schools with whom we plan on partnering.



December 23, 2013

Teresa Landers, Director of Libraries  
Santa Cruz City-County Library System  
117 Union Street  
Santa Cruz, CA 95060-3707

**Grant Number: CAR13-87**

Dear Teresa Landers:

Congratulations! We are pleased to inform you that Cal Humanities has awarded the Santa Cruz City-County Library System a California Reads public library grant. We are excited to support you in your efforts to bring Californians together to explore important topics through books that invite thoughtful community conversation.

We have agreed to award the amount of \$7,500.00 to be matched by an equivalent contribution of non-federal funds and/or in-kind services and materials or any combination thereof. The approved grant award period for the project is from 1/1/2014 to 12/31/2014. Grant funds are only applicable during the approved award period.

To receive your grant funds, please either print a hardcopy of the attached agreement, sign, and scan it OR insert an electronic signature into the attached agreement. Then, log in to the grantee portal ([https://www.grantrequest.com/SID\\_348/?SA=AM](https://www.grantrequest.com/SID_348/?SA=AM)) with the same username and password used to apply for the grant, and follow the instructions for submission of this Requirement. If you have any questions about submitting the grant agreement, contact Angelica Dongallo, Program Assistant, at 415.391.1474 ext. 308 or [adongallo@calhum.org](mailto:adongallo@calhum.org). All correspondence with our office should include the grant number noted at the upper right of this letter.

Cal Humanities will be conducting an orientation webinar for grantees on **Thursday, February 6, 2014 from 11 am-12 pm** in order to review the obligations of the grant award. We will email registration details for the webinar shortly. In the meantime, you have access to all grant-related instructional materials and documents on our website at <http://calhum.org/grants/grantee-resources> beginning January 2014.

We depend upon major support from the National Endowment for the Humanities and other public funders to make these grants. We encourage you to write your federal, state, and local representatives a letter telling them about the importance of your work and what this grant means to your community. We have provided a template for your use and would appreciate a copy of any letters you send. Your efforts today can help make a difference in the availability of future grants.

On behalf of Cal Humanities, I congratulate your receipt of this award. We wish you every success with your project!

Sincerely,

Ralph Lewin  
President and CEO

RL:ad

cc: Project Director

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**RESOLUTION # 2014-001**

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS  
AUTHORITY BOARD ACCEPTING AND APPROPRIATING FUNDS FROM  
THE CALIFORNIA HUMANITIES: CALIFORNIA READS PUBLIC LIBRARY  
GRANT FOR FISCAL YEAR 2013-2014**

WHEREAS, the California Humanities has awarded the Santa Cruz Library System a grant in the amount of \$7,500 to provide a collaborative effort with Watsonville Public Library to offer a countywide community reflection on the topic: War Comes Home.

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

Accept the grant and amend the FY 13-14 Budget for \$7,500 from the California Humanities: California Reads Public Library Grants for the above named project.

PASSED AND ADOPTED this 13th day of January 2014 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Board Clerk

## MONTHLY REPORT FOR NOVEMBER & DECEMBER 2013

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

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

After a crowded (23 toddlers and 22 adults) Family Place session at Scotts Valley, a grandfather who attended with his one year old granddaughter, thanked Jeanne O'Grady and super volunteer Maryanne for the program. He asked for information about it for his home library and said we were "courageous" to offer such a great program.

Program attendance was low in the week before Thanksgiving, but the folks who came were all happy with the stories and activities provided by the program team.

#### **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.**

At Scotts Valley branch, Kathleen Frey created a display on "Gifts from Home" with a variety of cooking and crafting books to spark ideas about making holiday gifts. The display included a take-home bookmark directing patrons to our website's Internet Resources for additional ideas. Earlier in October, and continuing through the first half of November, Kathleen had put up a display on "The Healing Diet." This display had books on cooking and eating for several types of diseases, and it also included a bookmark directing patrons to the Internet Resources, showing the path to the Health & Wellness Resource Center. The display was maintained by coworkers while Kathleen was absent, out on medical leave.

Members of the cast of Angelina Ballerina the Musical visited Aptos, Scotts Valley, Downtown and Capitola.

Whitney James- Heskett, aide at Boulder Creek, created a great Halloween display with wall art of scary silhouettes of tombstones, cats, bats and trees. She also made a scarecrow and jack o'lanterns and supplemented that with spooky and Halloween themed books. Two other Boulder Creek aides, Chloe Woodmansee and Jesse Koshlaychuk, also added to our Halloween display with strings of pumpkin lights, skeletons and black cats. With all of this and a bowl of candies for trick-or-treaters (and other patrons) we had a very spirited Halloween!

Live Oak Branch is hosting an art display featuring student art from the Harbor High School Art Department. The show features nature inspired pencil drawings,

ceramic pieces, and colored pencil mandalas exhibited in our 2 glass display cases and the walls in the Teen Room. We plan to make this a yearly event to showcase the talented students of Harbor High School. Thanks to Jessica Teeter in LIT, the art show is prominently featured on the SCPL homepage.

Garfield Park had an autumn display in the children's area with harvest type books, Thanksgiving books, and books about the seasons. It was adorned with multi-colored leaves, which was quite festive looking. In the adult area we prominently displayed the new Lucky Day collection. They were a hit! We went from having 38 to begin with to only 3 within a couple of days!

La Selva Beach branch has a display of books on adoption and foster care. The display also has posters and brochures with information about local Foster Care and adoption agencies. The display in the children's area is decorated with autumn leaves and colorful pumpkins. Books on Thanksgiving are very popular among our young readers and their parents. Coloring pages and holiday word search also attract our patrons' attention to the display. The most recent display of Angelina Ballerina books and DVDs is decorated by the pictures of this popular children's book's character colored by our patrons of all ages. For December, La Selva Beach branch had two displays about winter activities in the Adult and Juvenile areas. Winter cooking, knitting, winter sports and outdoor activities are the main topics of these displays. The window displays and indoor decorations put up by the LSB's library Aides have been noticed and highly praised by the members of our community.

Chantel Van Pelt, LAII, has been busy creating displays for the adults and children at the Aptos Branch. The theme for November is Fall Flavors and includes books on cooking for the holidays and Fall crops. Our patrons always appreciate the selection of books that are chosen by our staff for the display. The displays provide a high circulation total for the category of the month. Chantel Van Pelt also left us with one last display at Aptos in December before moving to her new location at the Capitola Branch. She put together a very engaging display entitled "Bibliotherapy". She chose many books from our collection that touched upon any number of every day ailments. She then wrapped each book in a letter from the alphabet and included a short summary of the book and its relevance to self-help. Chantel also created a wonderful holiday reads display for our young adult room.

Members of the Reference team continue to work on local history projects such as Snapshot Stories and the Veterans Oral History Project.

Downtown Young Peoples Room and Garfield Park were "glitterized" at craft programs in December. Families and people of all ages decorated pinecones with glue and glitter and had a wonderful time.

About 50 early out students at Scotts Valley participated in making thank you cards right before Thanksgiving. Staff and patrons filled a thank you tree in the lobby of Scotts Valley with colorful leaves telling what they were thankful for.

At Boulder Creek we made more space for the Lucky Day Collection by shifting our reference books. The Lucky Day Collection can be found next to the new books.

Family Crafts at Boulder Creek, led by Kari Gunn, our programming librarian, is very popular with all ages. We even have an afterschool day care coming to participate! We are very happy to have Penny Ellis and Irene Johnson volunteering to help.

The weekly Chess and Simple Machines programs at the Aptos Branch continue to be well attended. The branch typically hosts upwards of 20 kids each week, eager to learn and play chess. Sandi Imperio is coordinating the weekly Simple Machines program which includes some of our Chess Club kids. The participants of this program learn to create Lego devices with gears, levers and pulleys. Lego Simple is also very popular among young patrons at La Selva Beach branch. The program provides a safe place to be after school and allows our local kids to practice critical thinking skills while having fun building Lego contraptions.

The Aptos Library hosted a very exciting program on December 14th regarding 3D Printing and related technology information. 35 people attended this very informational topic brought to us by Paul Sims, Library Services Manager at the Mountain View Public Library. Our patrons had many questions related to this new and emerging technology. Paul has offered to come back for another 3D Printer Tech Talk so check your local library next year for more info!

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

The Reference team is seeing an increase in questions about the ACA and Covered California. Several team members have attended either online or in-person training to learn more about how the library can help the community with their information queries and enrollment needs.

Staff have been showing patrons one of our newest database services, Hoopla. This new service which is being highlighted on our Website offers streaming video, music and audiobooks.

## **2. LIFELONG LEARNING**

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



A core team of librarians from the Collection Development team and the Reference teams continue to evaluate and weed the reference collection Downtown. Many of the books are now available to check out rather than only use in the library. This reflects the changing nature of reference service in libraries.

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

The Saturday before Halloween, the Friends of the Boulder Creek Library sponsored the annual Pumpkin Carving Event at the branch. Lots of families enjoyed sloppy Joes, hot spiced cider, and cookies while carving pumpkins.

The SLV Water District sponsored a concert performed by Airy Larry and Doug Dirt from the Banana Slugs String Band in the amphitheater at Boulder Creek. Lots of fun was had by all!!

Sundays are bustling in the children's area for Family Craft Time at Live Oak Branch. Parents and children cut, glue, color, and create the do-it-yourself craft of the day provided by our creative Program Librarian, Jeanne O'Grady.

Garfield Park's Family craft time and story time, led by Laura Whaley, have been rather successful.

On Halloween night, La Selva Beach branch had over 75 visitors. Children and Adults participated in family friendly crafts activities. Sandi Imperio, our programming librarian, shared the information about SCPL programs for families with young children with parents and grandparents who came to the library on that night.

The Armchair Travel Adventures program started at La Selva Beach branch in November. Our first "trip" was to Norway and Sweden. This program offers an insider's perspective on visiting different countries around the world. The participants enjoy photos, music, food and good company while listening to the traveler's personal experiences. Our December destination was the countries of the Black Sea. The February travel destination is Russia. And in March we will be off to Australia.

The Aptos Library continues to host a monthly Poetry Circle led by Magdalena Montagne and a writer's group meets on Wednesdays.

**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.**

Just as the Reference Team thought attendance may start to fall in the e-Reader and iPad classes, they experienced an uptick in class attendance this month. The Aptos class had 15 learners at the Beginning iPad class.

### **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.**

In response to a webmaster email from Anastasia Torres-Gil, a resource family specialist with Santa Cruz County Human Services, Heather Pereira coordinated obtaining materials for branch displays focusing on adoption for National Adoption Month in November. Live Oak received posters and brochures to set up a display featuring both adult and children's books on the topic of adoption and foster care.

The Aptos Library recently hosted a Chamber of Commerce mixer in the meeting room from 5:30-7pm. Joining the Chamber of Commerce staff were the Friends of the Library and President Pete Cullen, JPB Board Member Zach Friend, Teresa Landers, several senior library managers and David Addison, person in charge of the branch. The event provided a great opportunity for community members to get to know each other and promote services offered by our library.

The Library sponsored certified educators from Covered California to be at three branches in December- Live oak, Downtown and Boulder Creek. 13-15 attended each session. More sessions are scheduled for January-March with bilingual assistance available at some of the sessions.

Boulder Creek had 4 class visits on one day (for a total of 70 people!) from Boulder Creek Elementary School.

Sandy Imperio, the programming librarian at La Selva Beach branch, established contact with the afterschool care program that is located next door to the library. On Thursdays, the students in this program come to the library to participate in the Lego Simple Machines Studio. The number of participating girls increases every week.

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

A Tree of Thanks was created in the lobby of the Scotts Valley library for patrons of all ages to write down what they are thankful for. The colorful tree with its inscribed leaves was a wonderful way to celebrate the holiday season.



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

The Scotts Valley Chapter of the Friends of the Library raised over \$2,000 at their book sale on Saturday, December 7. Funds collected from the sale will go towards additional back patio furniture and programming support.

On November 23, the La Selva Beach Chapter of the Friends of the Library also had a very successful book sale. Money from the book sale will be spent on new equipment and programs such as a new Mobile Display Cart and afterschool homework assistance that is coming to LSB in January.

The Aptos Branch recently received a donation of \$1500 from a local patron who recently passed away. The trust of Grace D. Diess recognized the Aptos branch for providing excellent service to our community. Staff is busy deciding the best way to make use of these very generous funds. Thank you Grace Diess!

Teresa Landers made a presentation to the Capitola City Leadership class as part of a panel of organizations that provide services to the City of Capitola while not being a direct part of Capitola City Government.

Teresa also made her annual presentation to the Scotts Valley City Council and included the results of the Facilities Master Plan as part of the presentation.

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

Volunteers at Live Oak do a variety of tasks each week: cleaning and organizing book shelves, helping set-up for Family Place and Story Time, doing the pull list to fill requests, pulling books to be weeded, and keeping our bulletin board neat and up to date. We appreciate their commitment to supporting the library.

Two book clubs meet at La Selva Branch library on second and fourth Thursdays of each month. The book clubs are run by the volunteers and are always very well attended.

Our volunteers at the Aptos Branch continue to do a great job with any task that they are given. Our volunteers are here six days a week mostly working on our pull list each morning. We have two volunteers who also shelve. This month, our volunteer Robbia Rohac is being recognized by the Volunteer Office for outstanding service to our library. She works on Mondays completing our pull list and shelving books for a total of four hours per week. Congrats Robbia!

**4. WELCOMING PLACE**

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

Lynette George LAII and Aides Sherine Ebadi and Kathleen Aston completed a big shift in the reference area at Aptos. Lynette suggested we move our Language Audio CD's to live with the rest of our audio collection. We also decided to consolidate three different collections into one place. We now have our new books, Lucky Day collection and Staff Picks all in one area. We are looking forward to seeing what our patrons think about the new section.

Teresa continued meeting with the jurisdictional administrators to develop a plan for moving forward with implementing the facilities master plan.

- B. The virtual branch meets the definition of a welcoming place.**
- C. People receive service at the level they need and want.**

## **5. FINANCIAL SUSTAINABILITY**

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

The Library's financial situation continues to improve as sales tax remains strong.

- B. There is adequate, stable and diverse funding to finance ongoing operations, key strategic initiatives and capital projects.**
- C. Services of a defined level and quality are consistently delivered based on revenue projections and supportive organizational and operating structure.**
- D. The library operates efficiently and focuses on continual improvement.**

Two staff brainstorming sessions were held. One was to come up with policies, procedures and other barriers to providing patron focused customer service. LOCO will be reviewing this list at upcoming meetings and will help define the way forward. The second session focused on developing the Library's core message. Supervisor Friend started the conversation at staff day and staff met to continue that work.

## **6. ORGANIZATIONAL READINESS**

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

All staff members at Boulder Creek helped with the training of 3 LA2 on-calls at our branch.

Boulder Creek aide, Chloe Woodmansee, attended a webinar on “Cultivating a Positive Attitude”. She has also joined the library’s Core Message Committee.

Boulder Creek’s PIC, Cathy Landis, attended a skills share session on recognizing, stopping and reporting child abuse in the library. She also received training for using the new technology that was installed in the Boulder Creek meeting room.

Staff at the Aptos Branch continues to take relevant Webinars in order to help them succeed in their jobs. Some of the Webinars include providing reference services and reader’s advisory to our patrons. Branch staff will continue to play with our new Apple TV in the meeting room so that we can help our patrons use it.

In November, Galina Wells, PIC at La Selva Beach branch completed the eight-module *Employee and Leadership Development Program*. She received the certificate upon the completion of the program. Galina also attended a staff skill share session on *Witnessing Child Abuse & Children Left Unattended in the Library*.

Paula Jansen and Kyra Rodriguez of the Scotts Valley staff are taking a six week online class offered by Infopeople titled CORE Reference Fundamentals. Linda Gault completed a three month MOOC offered by the San Jose School of Library Science titled The Hyperlinked Library.

Chase McClellan, David Sadell and Chantel Van Pelt from the Aptos Branch all attended a City sponsored training to learn more about project management. All staff found this module to be helpful and informative and will help them with future library projects.

Aptos staff has been busy training two new Aides, Per Wessels and Sherine Ebadi. They are both very capable and hardworking Aides and they are learning their new duties in great fashion.

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

David Addison, LAIII and Person in Charge at Aptos was able to attend two conventions this past month. He attended two days of the Internet Librarian Conference in Monterey at the end of October. He also attended the California Library Association Conference in Long Beach during the first weekend of November. Both conventions offered an opportunity to learn about providing the best service to our patrons via social media, user experience, digital services and

leadership practice. David also took full advantage of the many wonderful networking opportunities provided at the conference. He met librarians from all over the state of California and is looking forward to continuing his new friendships.

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

Members of the Reference Team attended the Internet Librarian conference in Monterey at the end of October and the California State Library Conference in early November and returned with new connections and new ideas for library service.

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

At our November meeting, the staff at Aptos had a great discussion on what it means to provide excellent customer service. We agreed that we will do everything in our power to provide the best service to patrons and do our best to make sure they leave our building with all their needs met. We will be flexible, nimble and use our good judgment in order to help our patrons find the information they need and help them with their accounts.

MONTHLY STATISTICAL REPORT  
FY13/14

July	Circulation			Visitors			Circ/Open Hr			Visitors/Open Hr		
	FY 12/13	FY 13/14	%change	FY 12/13	FY 13/14	%change	FY 12/13	FY 13/14	%change	FY 12/13	FY 13/14	%change
Aptos	24,930	25,690	3%	11,500	11,307	-2%	135	134	-1%	63	59	-6%
Boulder Creek	4,017	4,776	19%	2,601	2,591	0%	36	35	-1%	23	19	-17%
Branciforte	8,013	9,171	14%	6,666	7,414	11%	70	67	-4%	58	55	-7%
Capitola	10,919	13,305	22%	5,023	5,871	17%	85	88	4%	39	39	0%
Downtown	50,400	49,579	-2%	36,090	32,443	-10%	220	212	-4%	158	139	-12%
Felton	2,224	2,827	27%	1,445	2,233	55%	28	25	-8%	18	20	11%
Garfield Park	3,531	4,715	34%	3,143	3,845	22%	42	39	-7%	37	32	-14%
La Selva Beach	1,692	2,290	35%	1,760	3,086	75%	21	20	-4%	22	27	24%
Live Oak	16,594	17,515	6%	9,374	9,980	6%	129	109	-15%	73	62	-14%
Scotts Valley	27,040	27,167	0%	13,794	14,055	2%	147	141	-4%	75	73	-2%
Outreach	3,018	3,208	6%	1,378	1,583	15%						
<b>Subtotal</b>	<b>152,378</b>	<b>160,243</b>	<b>5%</b>	<b>92,774</b>	<b>94,408</b>	<b>2%</b>	<b>913</b>	<b>873</b>	<b>-4%</b>	<b>566</b>	<b>525</b>	<b>-7%</b>
ebooks	4,533	6,033	33%									
e-audio	1,204	1,923	60%									
<b>TOTAL</b>	<b>158,115</b>	<b>168,199</b>	<b>6%</b>	<b>92,774</b>	<b>94,408</b>	<b>2%</b>	<b>913</b>	<b>873</b>	<b>-4%</b>	<b>566</b>	<b>525</b>	<b>-7%</b>
website hits	518,988	504,441	-3%	128,789	118,665	-8%						
<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 12/13	FY 13/14	%change	FY 12/13	FY 13/14	%change	FY 12/13	FY 13/14	%change	FY 12/13	FY 13/14	%change
Aptos	25,067	24,212	-3%	11,719	11,312	-3%	127	124	-2%	59	58	-2%
Boulder Creek	4,285	4,608	8%	2,661	2,969	12%	33	32	-5%	21	20	-1%
Branciforte	8,256	9,483	15%	6,692	7,342	10%	65	66	2%	52	51	-2%
Capitola	11,449	12,968	13%	4,935	5,557	13%	75	79	6%	32	34	5%
Downtown	48,852	46,608	-5%	35,379	32,768	-7%	203	195	-4%	147	137	-7%
Felton	2,263	2,674	18%	1,349	1,920	42%	25	21	-13%	15	15	5%
Garfield Park	3,223	4,235	31%	2,748	3,768	37%	35	36	3%	30	32	8%
La Selva Beach	1,673	2,015	20%	1,120	2,417	116%	18	16	-10%	12	20	61%
Live Oak	15,138	15,348	1%	8,574	9,224	8%	114	101	-11%	64	61	-6%
Scotts Valley	24,915	26,180	5%	12,404	14,840	20%	126	134	6%	63	76	21%
Outreach	2,985	2,919	-2%	1,454	1,476	2%						
<b>Subtotal</b>	<b>148,106</b>	<b>151,250</b>	<b>2%</b>	<b>89,035</b>	<b>93,593</b>	<b>5%</b>	<b>819</b>	<b>804</b>	<b>-2%</b>	<b>495</b>	<b>504</b>	<b>2%</b>
ebooks	2,697	6,231	131%									
e-audio	2,110	1,998	-5%									
<b>TOTAL</b>	<b>152,913</b>	<b>159,479</b>	<b>4%</b>	<b>89,035</b>	<b>93,593</b>	<b>5%</b>	<b>819</b>	<b>804</b>	<b>-2%</b>	<b>495</b>	<b>504</b>	<b>2%</b>
website hits	512,829	490,310	-4%	126,192	117,722	-7%						
<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  
FY13/14

	Circulation			Visitors			Circ/Open Hr			Visitors/Open Hr		
	FY 12/13	FY 13/14	%change	FY 12/13	FY 13/14	%change	FY 12/13	FY 13/14	%change	FY 12/13	FY 13/14	%change
<b>September</b>												
Aptos	23,703	22,189	-6%	12,030	11,246	-7%	136	126	-7%	69	64	-8%
Boulder Creek	3,943	4,315	9%	2,676	2,724	2%	30	34	13%	20	21	5%
Branciforte	8,700	8,681	0%	6,573	7,111	8%	68	68	0%	51	56	8%
Capitola	10,872	11,234	3%	4,776	4,739	-1%	74	79	6%	32	33	2%
Downtown	46,868	42,989	-8%	35,410	31,020	-12%	215	195	-9%	162	141	-13%
Felton	2,174	3,063	41%	1,532	1,590	4%	21	28	37%	15	15	1%
Garfield Park	2,986	3,884	30%	3,022	3,365	11%	31	36	18%	31	31	1%
La Selva Beach	1,675	2,088	25%	1,372	2,197	60%	16	19	21%	13	20	56%
Live Oak	14,612	15,515	6%	8,281	8,947	8%	109	105	-4%	62	60	-2%
Scotts Valley	24,161	23,813	-1%	13,970	14,986	7%	139	135	-3%	80	85	6%
Outreach	3,047	2,935	-4%	1,408	1,414	0%						
<b>Subtotal</b>	<b>142,741</b>	<b>140,706</b>	<b>-1%</b>	<b>91,050</b>	<b>89,339</b>	<b>-2%</b>	<b>838</b>	<b>826</b>	<b>-2%</b>	<b>537</b>	<b>527</b>	<b>-2%</b>
ebooks	6,868	9,424	37%									
e-audio	2,373	1,961	-17%									
<b>TOTAL</b>	<b>151,982</b>	<b>152,091</b>	<b>0%</b>	<b>91,050</b>	<b>89,339</b>	<b>-2%</b>	<b>838</b>	<b>826</b>	<b>-2%</b>	<b>537</b>	<b>527</b>	<b>-2%</b>
website hits	421,268	486,170	15%	118,499	118,359	0%						
<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	24,345	22,721	-7%	12,030	10,684	-11%	122	114	-7%	60	53	-11%
Boulder Creek	4,523	5,002	11%	3,235	3,277	1%	31	34	8%	22	22	-1%
Branciforte	9,296	9,821	6%	7,345	8,183	11%	65	65	0%	51	54	6%
Capitola	11,801	12,948	10%	5,297	5,835	10%	74	78	5%	33	35	6%
Downtown	48,084	44,527	-7%	35,642	31,659	-11%	198	183	-7%	147	130	-11%
Felton	2,726	3,136	15%	1,663	2,241	35%	23	25	9%	14	18	27%
Garfield Park	3,409	4,025	18%	3,368	4,048	20%	27	33	20%	27	33	22%
La Selva Beach	1,973	1,920	-3%	2,162	2,939	36%	16	15	-8%	18	23	28%
Live Oak	15,929	15,959	0%	9,022	9,972	11%	95	95	0%	54	59	11%
Scotts Valley	24,988	24,076	-4%	14,442	15,154	5%	125	120	-4%	72	76	5%
Outreach	3,912	3,362	-14%	1,615	1,502	-7%						
<b>Subtotal</b>	<b>150,986</b>	<b>147,497</b>	<b>-2%</b>	<b>95,821</b>	<b>95,494</b>	<b>0%</b>	<b>776</b>	<b>761</b>	<b>-2%</b>	<b>498</b>	<b>504</b>	<b>1%</b>
ebooks	9,308	8,893	-4%									
e-audio	2,593	1,788	-31%									
<b>TOTAL</b>	<b>162,887</b>	<b>158,178</b>	<b>-3%</b>	<b>95,821</b>	<b>95,494</b>	<b>0%</b>	<b>776</b>	<b>761</b>	<b>-2%</b>	<b>498</b>	<b>504</b>	<b>1%</b>
website hits	450,622	490,846	9%	127,971	117,918	-8%						
<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>												





TO: Finance Committee- Library Joint Powers Authority Board  
 FROM: Marcus Pimentel, City of Santa Cruz Finance Director (01/08/14)  
 RE: Monthly Dashboard Report: Library's November 2013 financials



November 2013  
 Preliminary,  
 Unaudited

Contained herein is the preliminary, UNAUDITED November 2013 Dashboard summary report. In general, revenues remain ahead of our target by 1.8% and expenditures are slightly over-budget by 0.2% due to one-time payments. This has resulted in a year-to-date net operating gain of \$5,195. This gain was reduced by those one time payments like the retirement of long term debt and services and supplies that were carried over from the prior year. Until the June 30, 2013 audit is complete, prior year-end operating results and transactions in the current and prior months are preliminary, unaudited and may be subject to fluctuation.

Net operations (Major accounts)	Last 3-months Actual Results				Fiscal Year to Date	Percent of Budget Comparison	
	September	October	November	November		YTD Actuals	Months completed
<b>Revenue:</b>							
(2) Sales Tax	\$ 697,409	\$ 502,265	\$ 669,686	\$ 2,961,245	\$ 6,492,000	41.7%	45.6%
MOE- Member Contributions	425,412	426,225	426,225	2,130,588	5,260,000	41.7%	40.5%
Library Fines	15,782	17,158	15,622	78,425	200,000	41.7%	39.2%
Other Revenue	1,791	51,375	6,169	102,294	174,690	41.7%	58.6%
Subtotal Operating Revenue	1,140,394	997,024	1,117,703	5,272,552	12,126,690	41.7%	43.5%
(3) Budgetary Financing Sources	-	-	-	-	455,497		
<b>TOTAL REVENUE</b>	<b>\$ 1,140,394</b>	<b>\$ 997,024</b>	<b>\$ 1,117,703</b>	<b>\$ 5,272,552</b>	<b>\$ 12,582,187</b>		
<b>Expenditures:</b>							
(4) Payroll	\$ 594,514	\$ 568,274	\$ 620,369	\$ 3,148,201	7,703,251	41.7%	40.9%
(3) Books (w/Grants)	158,501	98,282	143,057	704,209	1,213,804	41.7%	58.0%
Janitorial Services	8,569	8,339	10,198	39,764	117,100	41.7%	34.0%
Building & Facility	12,889	30,680	25,996	97,184	496,743	41.7%	19.6%
Rent (Equip, Building, Land)	25,924	25,924	25,924	131,123	312,500	41.7%	42.0%
Utilities	37,678	29,233	31,558	160,676	430,000	41.7%	37.4%
Other expenditures	117,490	146,956	103,118	986,200	2,308,789	41.7%	42.7%
<b>TOTAL EXPENDITURES</b>	<b>\$ 955,566</b>	<b>\$ 907,689</b>	<b>\$ 960,218</b>	<b>\$ 5,267,357</b>	<b>\$ 12,582,187</b>	41.7%	41.9%
<b>Net Gain / (Loss)</b>	<b>\$ 184,828</b>	<b>\$ 89,335</b>	<b>\$ 157,484</b>	<b>\$ 5,195</b>	<b>\$ -</b>		

Key Balance Sheet items	Trust Current Assets			Trust Current Assets (cont.)		
	September	October	November	Trust Balance	Trust	Balance
(6) Total pooled cash	2,007,872	3,336,808	2,296,037	239,316	Leet-Corday	91,369
(6) 2-month reserve target	2,014,833	2,014,833	2,014,833	221,641	Morely	12,467
(6) Excess cash/(reserve deficit)	(6,961)	1,321,975	281,204	9,180	Hale	44,587
Total Current Assets	3,116,722	3,341,588	2,307,790	92,450	Gruber	27,889
Accounts Payable	62,227	149,449	73,312			

**Notes:**

- (1) After budget adoption, changes were made to reflect new revenue of \$37,690 for grants and donations and new expenditures of \$168,976 for matching grant expenditures and prior-year projects rebudgeted in the current year.
- (2) For sales tax, September, December, March & June include the State's estimated revenue plus any balances for actuals vs. estimates for the prior 3-months (true-up).
- (3) The adopted budget included financing sources of an initial \$324k from board approved, one-time reserves to fund one-time payments (ILS, pay off debt, capital maintenance, materials, etc). The initial amount was increased for additional, prior-year projects re-budgeted in the current year using prior-year surpluses.
- (4) August payroll costs included a third payroll cycle that will occur again this fiscal year in January 2014.
- (5) The four largest expenditures within 'Other expenditures' included: [Financial services - outside at \$47k]; [Software maintenance services at \$44k]; [Library functional supplies at \$13k]; and [Training at \$10k].
- (6) Planned one-time costs temporarily reduced cash balances below the targeted, year-end reserve. For November, cash was above the reserve by \$281,204. October's cash included an early receipt of November's cash distribution (\$930k) that was included as November revenue.



## Status Update for Facilities Master Plan (FMP) Implementation January 2, 2014

### Overview

The Cities/County Administrator's Committee (CCAC) has met three times between November 21 (the last update) and January 9. The charge remains the same

- work out the details involved in the renewal of the LJPA agreement,
- refine the costs and options for individual facility projects and phasing
- review financial options and recommend a possible structure for a revenue measure

A project management software has been adopted to track progress and manage files.

Schedule item	Item Owner	Plan date	Actual or scheduled	Comments
Information Requests				Completed
Review and edit LJPA agreement	CCAC	01/09/14	01/10/14	In progress (80%)
Refine costs in plan	Teresa	11/18/13	12/16/13	Completed
Understand financing options	Teresa & Marcus	11/18/13	11/18/13	In progress (80%)
Define project options	CCAC	12/05/13	1/10/13	In progress (80%)
Review & edit LFA agreement	CCAC	01/09/14	01/10/14	In progress (10%)
Report to LJPB FMP steering committee	CCAC	01/09/14	01/09/14	In progress (10%)

### Details

While an actual rewrite of the agreement has not been completed, there is consensus on the major elements regarding governance. Still under discussion are the concept of minimum service levels and the financial contribution formula. Since the financing is part of the LFA agreement and not the LJPA agreement, attention is now turning towards a more detailed analysis of that document. Since this has implications for Watsonville, Carlos Palacios is being invited to meet with the group.

Michael Zelter completed his review of the costs as presented in the plan. The only branch where he made reductions was Aptos. Otherwise all costs were confirmed. Mr. Zelter also advised using a 6% annual rate of escalation for the projects that will require major renovation and construction. Since the completion of the FMP, a roof survey was done of all 11 facilities. Mr. Zelter incorporated these results into his analysis. The result is a reduction in roofing costs for the ten years of the plan as some of the roofs will not need to be replaced within the time frame of this plan, as was originally thought.

Teresa continues to work on project options and is now using the data confirmed by Mr. Zelter.

We are planning on a report being available for the Facilities Master Plan Steering Committee in late January and we are working on setting up a meeting of that committee.

## Status Update for ILS Implementation January 2, 2014

### Overview

The implementation of the new ILS is still on target for April 9 despite some recent challenges.

Schedule item	Item Owner	Plan date	Actual or scheduled	Comments
Configure infrastructure	LIT	12/20/13	2/20/14	In progress
Data Migration	LIT	12/1/13	1/14/14	Originally was going to be test load of partial data. It is now a full load of all data
Training server established	Polaris & LIT	1/15/14	1/15/14	
Staff training	Polaris & Staff	2/28/14	Month of Feb	
Public education	Mktg Team	2/15/14-4/30/14	2/15/14 to begin	
Final data migration	LIT & Polaris	4/6/14	4/6/14	
Cutover	ALL	4/9/14	4/9/14	

### Details

The migration of the data was delayed due to the inability of the Evergreen support company, Equinox, to retrieve all of the data in a usable format. A data specialist was identified through contacts in the Evergreen and Polaris communities. She is working with the data at a very reasonable rate and will have the data ready for its move to the training server in mid-January. The final migration will take place on April 6; just prior to cutover.

Staff will be able to begin accessing the test system by the end of January with staff training scheduled for February.

The new staff PCs have all been installed. The next step is reconfiguring the "old" staff PCs for the public. These will be completely wiped and new software installed. They are quite serviceable and will be just like new once the process is complete. These will all be installed by March.

In the process of installing the necessary hardware and other infrastructure to support the new Polaris System, our new IT Manager, Lynne Sansevero has been discovering a variety of "network issues" which will need to be addressed in the near and not too distant future (the rest of this fiscal year and into the next). A variety of options are being explored so it is too soon to be specific about solutions and associated costs.



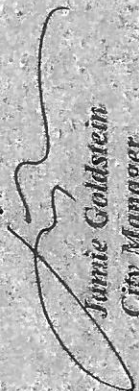
*Thank You...*

*...and I am very much indebted to you...*

*Dear Teresa,*

*Thank you for being a presenter at the Capitola Leadership Academy. Your presentation on the Library JPA was great. Clearly the participants were very engaged (maybe even a bit too engaged!), but I know they learned a lot and appreciated your presentation. Good work.*

*Sincerely,*



*Jamie Goldstein  
City Manager*



# Santa Clara Valley Blind Center

December 19, 2013

Friends of the Scotts Valley Library  
251 Kings Village Road  
Scotts Valley, CA 95066

Dear Friends:

Please accept our sincere thanks from the Santa Clara Valley Blind Center for your generous gift of ten boxes of Audio Books on tape received on December 11, 2013 and 3 boxes received on December 17, 2013. Our clients will enjoy being able to choose some books to take home.

As a 501(c) 3 non-profit organization, we rely heavily on the generosity of the community to help us provide critical free or very low-cost training and support to those facing the uncertainties, fears, and varied challenges brought on by uncorrectable vision loss.

One out of six seniors lose their vision, and consequently, the ability to drive, cook, read, shop, or even to walk safely around their home or neighborhood. Loss of sight is increasing in all age groups and will probably touch all of families. The number of blind seniors in the USA, for example, has doubled in the last thirty years *and is expected to double again by the year 2030.*

Thank you for helping us meet this growing need and demand for our critical services. Your contribution is fully tax deductible to the extent allowed by law. No goods or services were provided in exchange for your generous financial donation.

Again, thank you for helping the Santa Clara Valley Blind Center provide hope and support to the blind and visually impaired throughout our area.

In appreciation,



Daniel Steve Mahan, CEO  
Santa Clara Valley Blind Center

DSM/ja

Federal Tax ID #94-1724265

Additional Boxes  
(4) went to  
Books ALOUD

---

101 North Bascom Avenue San Jose CA 95128 408.295.4016 ph/408.295.1398 fax [www.VisionBeyondSight.org](http://www.VisionBeyondSight.org)

*Increasing the confidence, independence, and quality of life of the blind and visually impaired, through educational, recreational, and rehabilitative programs.*



## Fwd: Oedi has commented on your article

Tue, Dec 17, 2013 at 7:53 PM

Janis O'Driscoll <odriscollj@santacruzpl.org>  
To: Metis Group <metis@santacruzpl.org>

FYI

"Alone we can do so little; together we can do so much."  
Helen Keller

Begin forwarded message:

**From:** Santa Cruz Patch <[redacted]@patch.com>  
**Date:** December 17, 2013 at 11:05:39 AM PST  
**To:** odriscollj@santacruzpl.org  
**Subject:** Oedi has commented on your article



Oedi commented on your article "Library Gives Online and Mobile Access to Free Movies, TV, Music, Audiobooks" in Town Square:



That's it. Hit out of reasons to put off getting a card. :)

[View this Post](#)

You are receiving emails from Patch at odriscollj@santacruzpl.org  
You can decide what emails you receive from Patch.  
[Stop getting this type of email](#) - No sign in required.  
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Helga Smith <smithh@santacruzpl.org>

---

## Thank you

1 message

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Dick Vittitow <[REDACTED]>

Mon, Jan 6, 2014 at 2:29 PM

To: pro@santacruzpl.org, Marion <[REDACTED]>

We attended yesterday's session: "The Power of Our Stories: The Fight for Civil Liberties in California" and we were deeply impressed with the insight, compassion, and deep concern offered in the statements, readings, and poetry shared with us. What a gift to the public by the SC Library -- we are very grateful not only for your generosity in offering this program, but obviously your sense of your patrons as both needing and being nurtured by such a program. Thank you for all that the staff do for this community, Dick & Marion Vittitow, 216 Union Street, Santa Cruz, CA 95060-1170



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

Date M/D/YR	Branch	Time HH:MM	Brief Description	Staff Involved	Steps Taken	Safety-Preventative Steps	1st Alarm Roving Guard Cld.	911 Cld.	CMT Cld.	Bld.Mt c. Cld.
11/27/13	BC	2:30pm	3 year old patron [redacted] fell in the Childrens Room and got a nose bleed	Cathy Landis	Carly's mother took her to the bathroom to clean up and then went back to playing	NA	No	No	No	No
12/1/13	LO	8:30am	Trash/debris and evidence of drug abuse found in various locations around the branch also human feces	Patty Carroll, Laura VanDerslice	Building Mtc. Called to clean feces	NA	No	No	No	Yes
12/3/12	B40	4:45pm	Patron, [redacted] reported that his phone was stolen.	Liz Pollock, Kevin Hildreth	The patron notified his cell phone provider. There were no whitesses	NA	No	No	No	No
12/4/13	DTN	11:55am	Patron with aggressive "service dog" Patron [redacted] persuaded another patron to let her use the computer, putting her ahead of the other patrons who were waiting to use a computer. When the branch mgr. interveined the patron became verbally abusive.	John Ottenberg	Dog was under the word processing table, when another patron walked by the dog lunged at the patron and kept barking. Patron and dog banned for one day.	NA	Yes	No	No	No
12/4/13	SV	1:45am	Someone used white correction tape to graffitti the tile walls and the back of the door in the family restroom.	Linda Gault	Linda Gault interveined and explained that jumping ahead in line was not fair to the other patrons.	NA	Yes	No	Yes	No
12/5/13	SV	NA		Linda Gault	The tape was removed	NA	No	No	No	No



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

Date M/D/YR	B r a n c h	Time HH:MM	Brief Description	Staff Involved	Steps Taken	Safety-Preventative Steps	1st Alarm Roving Guard Cld.	911 Cld.	CMT Cld.	Bld.Mt c. Cld.
12/8/13	LO	10:30am	Blankets, newspapers and cigarette butts found in the alcove area outside branch under no trespassing sign. No one was present.	Patty Carroll	Debris was disposed of in dumpster by employee	NA	No	No	No	No
12/10/13	DTN	10:20am	Patron, [REDACTED] found sleeping and became confrontational with abusive language and physical threats when advised of the sleeping rule	John Ottenberg	Patron banned for the day. Allegations unsubstantiated, Patron advised that further substantiated allegations will be considered harassment	NA	Yes	No	No	No
12/10/13	DTN	Various	Patron [REDACTED] making false allegations via many emails claiming that he was being harassed by a staff member Fred Ulrigh	Victor Willis, Teresa Landers		NA	No	No	No	No
12/11/13	DTN	1:20pm	Female patron complained about a male patron (beard, glasses, red beanie cap with white stripe) peering at her through the bookcases.	John Ottenberg, David Sidel	Patron banned for 30 days, till 1/10/13	NA	Yes	No	No	No
12/11/13	SV	3:30pm	Someone taped the nozzle on a spray can of deodorant causing it to spray continuously in one of the cubbies in the Young Adults areas.	Paula Jansen, Carolyn Bryks, Jennifer cockerill, Linda Gault	The spray can was disabled by staff.	NA	No	No	No	No



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## Website Statistics for December 2013

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Ann Young <younga@santacruzpl.org>

Mon, Jan 6, 2014 at 4:00 PM

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

Here is a breakdown for December:

Total visits: 99,951 (SCPL website: 65,162; SCPL Catalog: 34,789)

Total pageviews: 429,827 (SCPL website: 133,993; SCPL Catalog: 295,834)

The top content sources for the above pageview statistics are:

SCPL Catalog - 295,834 pageviews

SCPL homepage - 55,141 pageviews

Branch pages - 12,193 pageviews

Local history articles - 11,418 pageviews

Internet Resources (links to subscription databases) - 8,121 pageviews

Community Information Database - 6,923 pageviews

Kids page - 6,661 pageviews

Local history photo gallery - 5,144 pageviews

Ematerials (links to ebook, eaudio vendors) - 3,637 pageviews

Library services - 3,251 pageviews

Teens page - 2,656 pageviews

Evergreen FAQ/Tutorials - 2,496 pageviews

Newspaper Clipping Index - 2,372 pageviews

Events calendar - 1,789 pageviews

What's New - 1,713 pageviews

Reader's Link (Staff pick book reviews, etc.) - 1,463 pageviews

Local News Index - 1,164 pageviews

Site search - 876 pageviews

Contact Us - 817 pageviews

Library Admin pages (LJPB agendas, audio files, etc.) - 696 pageviews

Periodical Index - 402 pageviews

Did You Know? (Answers to commonly asked reference questions) - 383 pageviews

Sheet Music Database - 363 pageviews

Fifty Plus - 325 pageviews



---

## Website Statistics for November 2013

---

Ann Young <younga@santacruzpl.org>

Mon, Dec 2, 2013 at 3:07 PM

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

Here is a breakdown for November:

Total visits: 102,259 (SCPL website: 67,410; SCPL Catalog: 34,849)

Total pageviews: 441,528 (SCPL website: 138,274; SCPL Catalog: 303,254)

The top content sources for the above pageview statistics are:

SCPL Catalog - 303,254 pageviews

SCPL homepage - 57,428 pageviews

Branch pages - 12,736 pageviews

Internet Resources (links to subscription databases) - 10,042 pageviews

Local history articles - 9,626 pageviews

Community Information Database - 7,497 pageviews

Kids page - 7,143 pageviews

Local history photo gallery - 6,555 pageviews

Library services - 3,677 pageviews

Ematerials (links to ebook, eaudio vendors) - 3,219 pageviews

Evergreen FAQ/Tutorials - 2,850 pageviews

Teens page - 2,830 pageviews

Newspaper Clipping Index - 2,136 pageviews

Events calendar - 1,703 pageviews

Reader's Link (Staff pick book reviews, etc.) - 1,388 pageviews

Site search - 1,005 pageviews

Contact Us - 994 pageviews

What's New - 930 pageviews

Local News Index - 897 pageviews

Library Admin pages (LJPB agendas, audio files, etc.) - 803 pageviews

Periodical Index - 482 pageviews

Fifty Plus - 449 pageviews

Did You Know? (Answers to commonly asked reference questions) - 351 pageviews

Sheet Music Database - 340 pageviews



## Santa Cruz Libraries in the 21<sup>st</sup> Century

At a meeting at the Scotts Valley Branch Library on November 6, Fifth District Supervisor Bruce McPherson spoke to League members about the future of libraries in the Santa Cruz Public Library (SCPL) system. Teresa Landers, Library Director, attended and helped answer questions after his talk. League members had an opportunity to view the Santa Cruz Public Library System's newest branch that showcases their new library service model whose goal is to provide a 21<sup>st</sup> century library experience. Key features are a welcoming, comfortable, open space, with shorter, easy-to-browse shelves, and, in view throughout, exhibits of work from local artists; prominent self-service areas; separate teen and children's spaces; sufficient access to data and power for computer users; and a meeting space that can be used by patrons when not being used for meetings.



Bruce McPherson and Teresa Landers address LWVSCC

Since 1996, the Library Joint Powers Board (LJPB), headquartered in downtown Santa Cruz, has run ten libraries and a bookmobile at locations throughout central and northern Santa Cruz County under a joint powers agreement. The board has recently completed a facility master plan, which has resulted in a list of needs and upgrades. The list has been segmented into three categories they refer to as "maintain" (capital repairs and maintenance needed to keep the status quo), "gain" (changes that will improve library services and bring them into line with the new service model), and "attain" (replace or renovate aging facilities and expand space where needed). Estimated costs for these changes range from 21 million dollars to keep the current facilities running to 86 million to accomplish all of the goals.

Director Landers detailed some of the building and maintenance needs of the library. The Felton and Capitola branches cannot be salvaged and must be replaced; only minimal repairs will be done to keep them operating until they can be replaced. The main branch downtown needs either major renovations or replacement; repairs, such as keeping the boiler system working and the plumbing functional, are costing large amounts of money. The Aptos library, one of the most heavily used branches, needs to be expanded and remodeled. Most branches need some maintenance, repair, or upgrades to keep them operating and bring them in line with the needs of 21<sup>st</sup> century library patrons. A comprehensive description of the SCPL System's needs and plans can be found online at [santacruzpl.org](http://santacruzpl.org) under the "Planning Documents" link at the bottom of the page.

The LJPB is currently evaluating means to get funding for these projects. Possibilities include a parcel tax, a bond measure, or an additional sales tax increase. Supervisor McPherson mentioned that the California legislature is currently considering lowering the threshold for passage of taxes from two-thirds to 55% for library operation and capital-related financial measures. To get a measure on the June ballot, the LJPB would need to decide what type of tax and how much to ask for by March of 2014. To get on the November ballot, the deadline is August 2014. The current ¼ cent sales tax for the local library system, passed by voters in 2008, provides operational funds, but no funds for upgrades or capital expenses. Part of the SCPL's goal is to build up a reserve to pay for future planned maintenance, such as new roofs and replacing worn carpets and furnishings.

Since a recent poll of Santa Cruz County residents showed that 91% considered the library system very or extremely important, and that 70% feel our libraries need more money, Supervisor McPherson feels the chances for of passage of a tax measure are good. With 3,000 visitors per day and 1.7 million items checked out per year, the library system is clearly an asset to our community. While its primary purpose as an access point for information is key, Supervisor McPherson stressed that the library is an even more important asset as a community center, providing a spaces and activities for children, teens, and families as well as meeting places for community events. Our community has many needs; roads, water, and parks are important too, and we need to decide where our priorities are.

--Pam Newbury, Editor

Scotts Valley  
12/6/13

Press Banner

**Healthcare educators to  
visit Boulder Creek Library**

Certified Covered  
California educators  
will be at Santa Cruz  
County Library branches  
to answer individual  
questions about the  
Affordable Care Act on  
Wednesday, Dec. 11.

No appointment is  
necessary. Educators will  
be at the Boulder Creek  
branch from 1 to 3 p.m.  
and downtown Santa  
Cruz branch from 4 to  
6:30 p.m. For informa-  
tion: [www.santacruzpl.org](http://www.santacruzpl.org).

# SV Library Brews Success with Hops & Harvest Celebration

The Friends of the Scotts Valley Library hosted its first-ever 'Hops & Harvest Festival' event in October, and the fundraiser proved to be successful on all fronts: a great celebration with the local community and \$8,000 raised to support a variety of library programs, materials and supplies.

More than 150 attendees enjoyed the library's award-winning patio area on a beautiful fall evening. Local breweries and restaurants, including Discretion Brewery, Santa Cruz Ale Works, Seabright Brewery, Bruno's BBQ, Mollie's Country Café and Tony & Alba's provided food and beer tastings, with live music by local musician

Howie Kimel entertaining all. There were also generous donations from local businesses for raffle items and a live auction, including gift certificates from Otoro's, Chocolate Visions, Papa Murphy's, Eric's DeliCafe, Kao Sook, Starbucks, Round Table Pizza, Jia Tella's, Café Carbonero.

Auction items included signed 49er memorabilia, and golf and beach get-away packages. The highest-grossing

auction item was a Star Wars movie poster signed by the director, composer and original cast.

"We are so appreciative of how this community joins together to support the library and its programs," said Derek Timm, president of the Friends of the Scotts Valley Library. "Local businesses and

library patrons stepped up once again and made it a fun and lively evening, and one that raised money that will fund programs that make the library something we can continue to all be proud of." ■

•••

For more information on the Friends of the Scotts Valley Library, please go to: [www.fsvpl.org](http://www.fsvpl.org)





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# SF Main Library implementing new strategies to curb unsavory behavior

by [Jacobina Sahatmi](#)



• MIKE KOOZMIN/S.F. EXAMINER FILE PHOTO

- The Main Library is located near the Tenderloin and adjacent to Civic Center Plaza. "It is a very challenging dynamic right now," said city librarian Luis Herrera.

San Francisco is hoping to start a new chapter in the Main Library's troubled story as it ramps up investment in custodian and security personnel following a string of complaints and unsavory incidents that renewed the focus on patron behavior.

The institution has been marred by violence, drug use, sleeping patrons and deplorable bathrooms. In September, a 61-year-old man suffered bloody wounds when he was struck by a chair while using a library computer. In August, complaints over bathroom conditions escalated to the point where City Librarian Luis Herrera began to monitor them himself. And the number of patrons found sleeping, which is a violation of library rules, grew by 80 percent to 1,065 incidents last year.

In response, last week library officials unveiled increases to both security and custodian staffing as an interim solution and asked the City Controller's Office to audit both functions, which is expected to lead to more sweeping reform. The library has been operating with about 13 security officers and 33 custodians.

New software is being piloted to better analyze and report public safety incidents. Currently, security personnel simply record incidents manually. In fiscal year 2011-12, 4,412 incidents were recorded, ranging from assaults to drug use.

In a new \$188,000-a-year agreement with the Police Department, the library will have Sgt. Dave Hamilton on site five days a week as head of security. On-site police presence was irregular in the past.

The library is expected to spend \$1.2 million on security and \$2.33 million on custodians next fiscal year out of a total budget of about \$104 million.

"I think we are going to make some progress," Herrera said Thursday evening, addressing the seven-member Library Commission. "It does remain our No. 1 priority; I just want to emphasize that publicly."

In addition to hiring more custodians, library engineers are increasing bathroom checks.

"If there is anything out of order, if there is vandalism, etc., we want to make sure that we repair that right away to keep the environment pleasant for everyone," said Roberto Lombardi, director of facilities.

Herrera has said the Main Library is grappling with the same issues that face other libraries in big U.S. cities.

The challenges library officials face here are seemingly a reflection of where the Main Library is located, near the Tenderloin. The neighborhood — rich with culture, diversity and a large number of children — also has drug dealers, addicts and homeless people. The City's nonprofit services for those in need are concentrated in the area.



“It is a very challenging dynamic right now in Civic Center Plaza,” Herrera said, in reference to the public space between the library and City Hall.

Not everyone’s thrilled by the perceived crackdown. One library patron told the commission Thursday that not letting people in with large bags or ushering them out if they are found sleeping or eating lunch is plain wrong. “The library is supposed to be for accommodation,” he said. “If someone gets put out for eating or sleeping – oh, especially the bag rule – that is really abusive.”

For library officials, trying to curb unruly behavior seems like a never ending battle. In 2007, for example, the library banned sex, indecent exposure and drug use in its user guidelines to be able to suspend library privileges for such behavior. In working with the Public Health Department they brought in a specialized counselor and began hiring some of those that were assisted as so-called health and safety associates. Two more were hired last week for a total of four.

### **Responding to complaints and incidents**

*The San Francisco Public Library has announced new safety upgrades:*

#### **Cleaning efforts**

Three temporary custodians started, four more hired

Existing part-time custodians working extra hours

Department of Real Estate custodians providing temporary assistance with Main Library restrooms

Library engineers doing daily restroom equipment checks

#### **Law and order**

New library head of security named, SFPD Sgt. Dave Hamilton

Four temporary security guards started

Two new health and safety associates hired this week, bringing total staff to four

New software to launch in January for reporting and analyzing public safety incidents

*Source: Public Library*

1/8/14

### Genealogical Society of Santa Cruz County

[← Back to Calendar](#)

**WHEN:** January 25, 2014 @ 1:00 pm – 2:30 pm

**WHERE:** Santa Cruz Public Library BOULDER CREEK BRANCH  
13390 West Park Ave.  
Boulder Creek  
CA

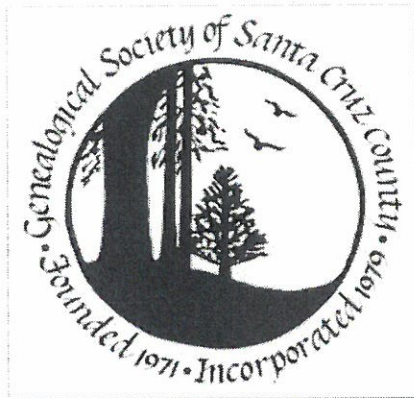
**COST:** Free

**CONTACT:** The Genealogical Society of Santa Cruz County  
 831-427-7717 [Email](#)



[View Full-Size Map →](#)

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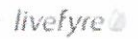
“Using Ancestry.com LIBRARY EDITION”. This workshop will cover how to create an ancestral family tree using the library edition of Ancestry.com which is available at all Santa Cruz Public libraries and branches. Attendance in the class requires a computer. Bring your own laptop or use one of the libraries. Pre-registration requires, class size maximum is 20. Workshop is aimed towards beginners who have never used Ancestry.com

1



Posted by [Sandra Gonzalez](#) on December 31, 2013. Filed under . You can follow any responses to this entry through the [RSS 2.0](#). You can skip to the end and leave a response. Pinging is currently not allowed.

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## Santa Cruz libraries expecting a wave of tablet users

By Calvin Men Santa Cruz Sentinel Santa Cruz Sentinel

Posted: 12/26/13

SantaCruzSentinel.com

SANTA CRUZ -- In the aftermath of the gift-giving season, the Santa Cruz Public Library branches are preparing for a wave of patrons coming in asking for help with newly received tablets.

For the last couple of years, the library has seen 50 to 75 people come in the months after Christmas with tablets and readers, asking questions ranging from how to download books to how to charge a device to how to turn it on.

"We know," said Leslie Auerbach, a library information specialist. "We were very careful with planning the classes because we know people will be coming."

To call it a stampede would be an exaggeration but there is definitely a spike and a need, she said.

Most of the people asking questions were gifted the devices from their adult children or grandchildren, Auerbach said.

Through helping people learn to download books, library officials are aiming to provide a service to people.

Auerbach's most recent memorable moment was with a woman who came in for a class and was able to download books at the end of the session.

"She looked me and said, 'You made me a library user again,' " Auerbach said.

While people at the library can help most new tablet users for five to 10 minutes if they ask, they always suggest the classes for a more in-depth lesson. The classes, which last one to two hours, cover how to do basic operations on a tablet and how to download books and audiobooks.

At the Aptos branch has one of the busiest months helping patrons with tablets after the holiday season, said David Addison, branch manager for Aptos.

"We help people all year," he said. "But of course after they get these gifts over the holidays, we get a few people each week who come to the desk and ask."

Though many are intimidated at first, they eventually catch on.

"Seeing them kind of get it in that moment of it's a little scary but oh it's not too hard," Addison said.

Though the classes are planned in advanced, people are more than welcome to come so long as there's room.

"Unless we break the fire code, we'll let people walk in," she said, adding that some people come in halfway through classes.

Follow Sentinel reporter Calvin Men at [Twitter.com/calvinmenatwork](https://twitter.com/calvinmenatwork)

#### AT A GLANCE

Classes on how to check out materials on tablets

**WHAT:** Santa Cruz Public Library is offering classes to people who want to learn to download books onto tablets and readers.

**WHERE:** Scotts Valley, Aptos, Live Oak and downtown branches.

**WHEN:** Throughout January and February.

**INFO:** 831-427-7713 or email [eref@santacruzpl.org](mailto:eref@santacruzpl.org).

[print](#)

## News briefs

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12.26.13 - 04:03 pm

### Winter carnival raises \$5,200

San Lorenzo Valley Middle School students, parents and teachers raised \$5,200 by creating and running booths that sold food, drinks, crafts and games.

Half the money was then donated to Valley Churches United Missions to help local families in need.

The carnival is organized by the school's leadership class under the supervision of teacher Claire Hackett. Students learned hand-on what it takes to create and implement a successful business model and able to experience the joy of giving during the holiday season.

Hackett represented the school and delivered the check for \$2,600 to VCUM on Friday, Dec. 20 after the carnival.

### County offers free Christmas tree recycling

Residents of Santa Cruz County can take advantage of several free ways to dispose of Christmas trees after the holidays.

Countywide, trees will be picked up at the curb for garbage service customers on their regular collection days the week of Monday, Jan. 6 through Friday, Jan. 10. Customers of GreenWaste Recovery will be able to dispose of their trees curbside between Thursday, Jan. 2 through Friday, Jan. 17.

Trees should be cut into sections no longer than 3 feet for curbside pickup. All ornaments and decoration should be removed, and frocked trees will not be accepted.

Special tree drop-off bins will available between Thursday, Dec. 26 and Sunday, Jan. 19. They will be located at the Ben Lomond Transfer Station, as well as the fire department headquarters in Felton, Boulder Creek, and Scotts Valley.

For more information, visit [www.santacruzcountyrecycles.org](http://www.santacruzcountyrecycles.org)

### Library system debuts online digital access

On Monday, Dec. 16, the Santa Cruz Public Library System announced a partnership with Digital Hoopla to enable library card carriers to access thousands of movies, television shows, music, and audiobooks via online or mobile devices.

Library card holders can download an app to Android and iOS devices, or visit [www.hoopladigital.com](http://www.hoopladigital.com), to stream or temporarily download content.

For more information, visit [www.santacruzpl.org](http://www.santacruzpl.org)

### **Cabrillo College adds classes to SV satellite campus**

Cabrillo College recently announced that classes in Health Science and Hatha Yoga would be available to students at the Scotts Valley campus, located at 104 Whispering Pines Drive for the Spring 2014 semester.

The new classes are in addition to the existing courses in English, math, medical terminology, and U.S. Government.

For more information, visit [www.cabrillo.edu](http://www.cabrillo.edu).

The Santa Cruz County Elections Department announced that persons who plan to run for public office in the June 3, 2014 primary election can take out petitions for signatures to cover part or all of the cost of filing to run beginning on Friday, Dec. 27.

According to a press release, filing fees for various offices vary according to the candidate's annual income. Part, or all of the fees can be waived with enough signatures to an In-Lieu Petition.

The county elections office — located at 701 Ocean Street, Room 210 in Santa Cruz — will be open from 9 a.m. to 1 p.m. on Dec. 27 for candidates to collect the petition paperwork. All forms must be submitted by Thursday, Feb. 20.

For more information, visit [www.votescount.com](http://www.votescount.com)

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### Snapshot Stories: Make History!

12/24/13

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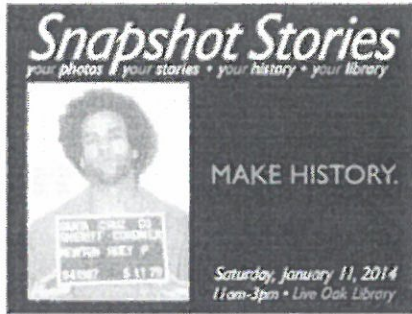
WHEN: January 11, 2014 @ 11:00 am – 3:00 pm

WHERE: Santa Cruz Public Libraries: Live Oak Branch  
2380 Portola Drive  
Santa Cruz  
95062

COST: Free



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A community scanning event...Bring your family's historical snapshots (from long ago or just last week) to our next Snapshot Stories event at Live Oak Library. We are especially seeking images of the Live Oak area; people, places, events. However, photos from all regions in Santa Cruz county are welcome! Your photos will be scanned and returned to you along with a free USB drive containing a digital copy of the photo. Your images will become part of the Santa Cruz Public Libraries' Local History Photo Archive. Your photos make history! Let's tell the world the unique story of our local and regional history. More info? Contact the Program Team at [pro@santacruzpl.org](mailto:pro@santacruzpl.org) or (831) 427-7717.

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Posted by [Patrice Edwards](#) on December 25, 2013. Filed under . You can follow any responses to this entry through the [RSS 2.0](#). You can skip to the end and leave a response. Pinging is currently not allowed.

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## Annual Holiday Parade goes off without a hitch

By Bonnie Horgos Santa Cruz Sentinel Santa Cruz Sentinel

Posted 12/09/13

SantaCruzSentinel.com

SANTA CRUZ -- Despite a heavy downpour Friday night, the Annual Holiday Parade went off without a hitch Saturday morning.

Thousands gathered on Pacific Avenue, which was bathed with intermittent sun, to watch as the parade streamed down the street. From unicycles to Santa Claus to banners warning about genetically modified organisms or GMOs, it was a typically quirky Santa Cruz event.

Santa Cruz residents Nancy Wood and Hans Brinker have attended the parade for years to watch their two kids, ages 17 and 23, march down Pacific. Since their son is a senior at Santa Cruz High School, it's the end of an era, Brinker said.

"He's in the school marching band," said Brinker, who's also driven a truck full of Girl Scouts down Pacific for the parade. "This is the last year."

Despite the fact that their kids will no longer be in the parade, they'll continue to enjoy the event, Wood said.

"I always love the librarians," Wood said. "They do a great choreographed number with carts."

The librarians hit the street Saturday morning with red book carts and Santa Claus hats, in addition to other groups and organizations handing out candy and fliers. Barrios Unidos threw out packages with jackets inside, and people representing the Siena House drove a truck down the street with a nativity scene complete with a young boy with duct tape used to hold his clothing together.

The event was especially a hit with young kids looking for Santa Claus.

John Boy, a 5-year-old Watsonville resident, waited patiently while collecting candy with his 5-year-old cousin Lyric and his aunt Eden Wells.

"Santa's at the very end," Boy said. "I sent him a piece of paper with what I want. I don't remember everything."

Wells said it was a treat to stand downtown with her nephews and celebrate the holidays.

"We had no school and I didn't have to work, so why not come to the Christmas parade?" she said.

Even the participants enjoyed marching in the parade. Sara Stock, an employee at the Penny Ice Creamery and the Picnic Basket, dressed as a sandwich with her co-workers.

"We just wanted to support the community," she said. "I thought it'd be fun to make people smile dressed as a sandwich."

# How Americans Value Public Libraries in Their Communities

By *Kathryn Zickuhr, Lee Rainie, Kristen Purcell and Maeve Duggan*

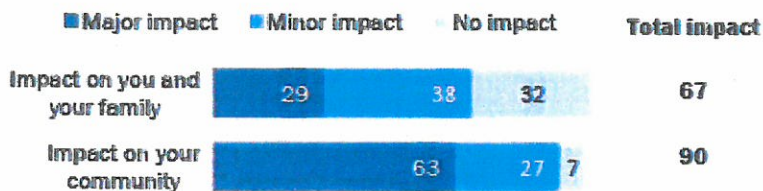
## Summary of Findings

Americans strongly value the role of public libraries in their communities, both for providing access to materials and resources and for promoting literacy and improving the overall quality of life. Most Americans say they have only had positive experiences at public libraries, and value a range of library resources and services.

The importance of public libraries to their communities

### If your local public library closed, what impact would that have on you and your family? On your community as a whole?

Among all Americans ages 16+



Source: Pew Research Center's Library Services Survey of 6,224 Americans ages 16 and older conducted July 18-September 30, 2013. The margin of error for the overall sample is plus or minus 1.4 percentage points. The survey was conducted in English and Spanish and on landline and cell phones.

PEW RESEARCH CENTER

Some 90% of Americans ages 16 and older said that the closing of their local public library would have an impact on their community, with 63% saying it would have a “major” impact. Asked about the personal impact of a public library closing, two-thirds (67%) of Americans said it would affect them and their families, including 29% who said it would have a major impact.

Moreover, the vast majority of Americans ages 16 and older say that public libraries play an important role in their communities:

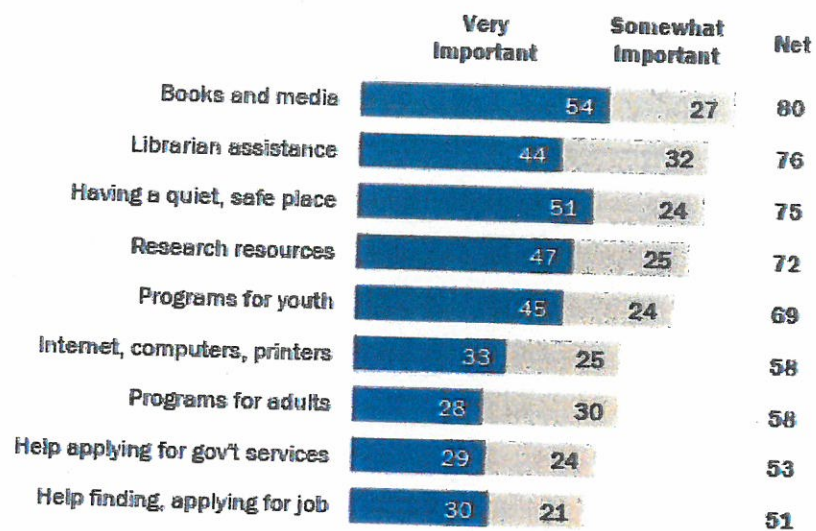
- 95% of Americans ages 16 and older agree that the materials and resources available at public libraries play an important role in giving everyone a chance to succeed;
  - 95% say that public libraries are important because they promote literacy and a love of reading;
  - 94% say that having a public library improves the quality of life in a community;
  - 81% say that public libraries provide many services people would have a hard time finding elsewhere.
- Meanwhile, while most Americans feel that libraries have done a good job embracing new technology, they are split on whether public libraries are as essential as they were in the past for finding information:
- Just 34% of Americans ages 16 and older say that public libraries have not done a good job keeping up with new technologies, while 55% disagree.
  - 52% of Americans say that people do not need public libraries as much as they used to because they can find most information on their own, while 46% disagreed.



Though many library services are seen as important, there are varying levels of enthusiasm for different services. Some 91% of Americans say they have had some exposure to libraries in the past, and we asked these respondents a series of questions about the importance of various library services to them and their families. <sup>1</sup>

### How important are these library services to you and your family?

Among Americans ages 16+ who have ever used a public library or had a household member use a public library, the percentage who say these services are...



Source: Pew Research Center's Library Services Survey of 6,224 Americans ages 16 and older conducted July 18-September 30, 2013. The margin of error for the overall sample is plus or minus 1.4 percentage points. The survey was conducted in English and Spanish and on landline and cell phones.

PEW RESEARCH CENTER

Americans strongly value library services such as access to books and media; having a quiet, safe place to spend time, read, or study; and having librarians to help people find information. Other services, such as assistance finding and applying for jobs, are more important to particular groups, including those with lower levels of education or household income.

Women, African-Americans and Hispanics, adults who live in lower-income households, and adults with lower levels of educational attainment are more likely than other groups to declare all the library services we asked about "very important." Adults ages 30-64 are also more likely than younger or older respondents to say many of the services are "very important," as are parents with minor children.

Libraries are also particularly valued by those who are unemployed, retired, or searching for a job, as well as those living with a disability and internet users who lack home internet access:

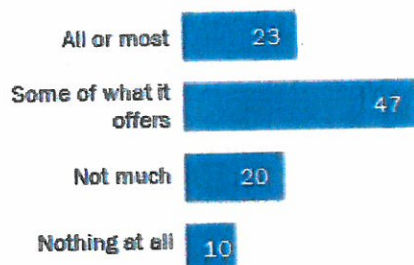
- 56% of internet users without home access say public libraries' basic technological resources (such as computers, internet, and printers) are "very important" to them and their family, compared with 33% of all respondents.
- 49% of unemployed and retired respondents say they librarian assistance in finding information to be "very important," compared with 41% of employed respondents.

- 47% of job seekers say help finding or applying for a job is “very important” to them and their families.
- 40% of those living with a disability say help applying for government services is “very important,” compared with 27% of those without a disability.

**Most Americans know where their local library is, but many are unfamiliar with all the services they offer.**

### How well-informed do you feel about the different services your public library offers?

*Do you feel like you know...*



Based on Americans ages 16+ who have ever used a public library (n=5,393)

PEW RESEARCH CENTER

Libraries are well known in their communities and they are usually easy to get to and relatively easy to navigate. Asked about their ability to access public libraries and public library websites:

- 91% of Americans say they know where the closest public library is to where they currently live; among these respondents, most said the closest public library is five miles or less away from their home.
- 93% of Americans say that it would be easy to visit a public library in person if they wanted to, with 62% saying it would be “very easy.”
- Similarly, 82% of Americans overall say it would be easy to use their local public library’s website, with 47% saying it would be “very easy.”
- 91% of Americans who have ever used a public library say it is not difficult to find what they’re looking for, including 35% who say it is “very easy.”

Despite the fact that libraries are easily available to most, there are large numbers of Americans who say they are not sure about all the services libraries offer. Echoing the findings of our 2012 survey, 23% of those who have ever used a public library said they feel like they know all or most of the service and programs their library offers, while a plurality (47%) said that they know some of what it offers. About one in five (20%) say they don’t know very much about what is offered, and 10% say they know “nothing at all.”

54% of Americans have used a public library in the past 12 months, and 72% live in a “library household” Over half (54%) of Americans ages 16 and older have used a public library in some way in the past 12 months, whether by visiting in person or using a public library website:

- 81% of Americans ages 16 and older have visited a public library or bookmobile at one point or another in their lives; 48% of Americans have done so in the past 12 months, down from 53% in 2012.
- 44% of those ages 16 and older have visited a public library website; 30% of Americans have done so in the past 12 months, up from 25% in 2012.

Additionally, among parents with minor children living at home, 70% say that a child in the house has visited a public library or bookmobile in the past 12 months.

Taken together, this means that 72% of all Americans ages 16 and older have either used a public library in the past 12 months or live in a household where another family member or a child is an active recent user of the library.

Most Americans who have ever used a public library have had positive experiences

Among all Americans who have ever used a public library:

- 94% said that based on their own experiences, they would say that “public libraries are welcoming, friendly place.”
  - 91% said that they personally have never had a negative experience using a public library, either in person or online.
  - 67% said that the public library nearest to where they live could be described as a “nice, pleasant space to be”; another 22% say it’s an “okay space, but could use some improvements.”
1. This includes the 86% of Americans ages 16 and older who have ever visited a library or used a library website, and the 54% of Americans who say other members of their household are library users



## Public Libraries Are Better Than Congress, Baseball, and Apple Pie, Say Americans

Public approval polls reveal the amazing truth!

ROBINSON MEYERDEC 13 2013, 8:10 AM ET

58



studioVin/Svetlana Foote

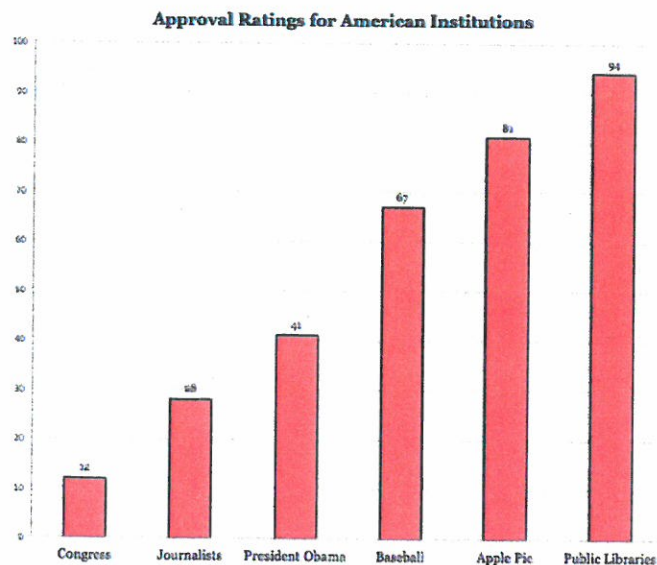
Every so often, a grave and concerned person will ask (as, in fact, the *New York Times* asked last year): “Do We Still Need Libraries?” Hasn’t the Internet kind of, you know, *ended all that*? Aren’t libraries *falling behind*?

Tellingly, the *Times* could find no one to argue against libraries, and that mirrors American sentiment pretty much exactly. A new Pew study finds that not only do Americans adore libraries, but a majority of us think they’re adjusting to new technology just fine.

As my colleague Svati Narula reported, some 94 percent of Americans say that having a public library improves a community and that the local library is a “welcoming, friendly place.” 91 percent said they had never had “a negative experience using a public library, either in person or online.”

These sound like incredible approval ratings for any U.S. public institution. So I wondered: Just how incredible are they? How do other icons of Americana compare?

Using exclusive and highly accurate statistical analysis techniques, I endeavored to find out. Here are the results:



That’s right. Public libraries not only rank more highly in the American psyche than Congress, journalists, and President Obama, but they also trump baseball and apple pie. *Public libraries are more beloved than apple pie.*

(Data was messily compiled from: Gallup; the Pew Research Center; Gallup again; Huffington Post/YouGov; and, of course, the Pew.)

Almost 70% of Readers Will not Abandon Print Books: Ricoh Study

[http://www.mediabistro.com/galleycat/70-of-readers-will-not-abandon-print-books-ricoh-study\\_b80656](http://www.mediabistro.com/galleycat/70-of-readers-will-not-abandon-print-books-ricoh-study_b80656)

Dianna Dilworth

12/9/13

Nearly 70 percent of consumers feel it is unlikely that they'll give up on printed books by 2016, according to a new report from print company Ricoh and analyst firm IT Strategies with the University of Colorado at Boulder. The main reasons for preferring print are that these consumers like the look and feel of a real book, they don't have to strain their eyes to read print and they like putting books on the bookshelf.

"The Evolution of the Book Industry: Implications for US Book Manufacturers and Printers" report also revealed that college students prefer print textbooks to digital textbooks, for reasons of concentration. According to the report, respondents reported that a digital display is too distracting.

The study also claims that 60 percent of eBooks that are downloaded are not actually read. It did not include any metrics about how many print books are purchased and not read.