

## LIBRARY JOINT POWERS AUTHORITY BOARD

Monday April 7, 2014  
Downtown Branch Meeting Room  
224 Church St, Santa Cruz CA 95060

- 6:00 PM      CLOSED SESSION –  
Evaluation of Library Director (Government Code §54957)  
Held in Headquarters Downstairs Meeting Room  
117 Union St (enter using 212 Locust St entrance)
- 6:30 PM      PUBLIC MEETING
1. ROLL CALL
  2. APPROVE AGENDA OF APRIL 7, 2014
  3. ORAL COMMUNICATIONS
  4. PRESENTATION  
  
Dr. Don Model - Proposed Library Historical Project at East Side Triangle Park
  5. CITIZENMEMBER SELECTION  
  
A. Interviews:
    - i. Jennifer Balboni (PG.4-7)
    - ii. Sean Campbell (PG.8-13)
    - iii. Cindy Jackson (PG.14-17)
  6. STAFF RECOGNITION
  7. MEMBER REPORTS
  8. CONSENT AGENDA

- A. Approve Minutes of March 3, 2014 (PG.20-24)
- B. Receive monthly narrative and statistical reports (PG.25-36)

9. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

10. STAFF REPORTS

***INFORMATION ITEMS: To be handled as one item for public comment***

- A. Receive Financial Snapshot for February (PG.37)
- B. Receive ILS Implementation Update (PG.38)
- C. Receive update on security study (oral)

***ACTION ITEMS***

- A. Authorize Library Board Chair to send letter on behalf of LJPB in support of two pieces of legislation (PG.39-40)
  - i. SB 1455 a major library construction bond measure,
  - ii. \$2.2 million in January budget to provide new, ongoing funding to connect all public libraries to a statewide, high-speed broadband network operated by the Corporation for Education Network Initiatives in California (CENIC)
- B. Approve contract with Envisionware for upgrading self-check system (PG.41-64)

11. OTHER BUSINESS

- A. Receive Facilities Master Plan Implementation update and provide direction to Library Director (PG.65-74)

12. WRITTEN COMMUNICATIONS- ***INFORMATION ONLY***

- A. Patron Written Comments (PG.75-77)
- B. Security Incidents Log (PG.78-81)
- C. Website Statistics for February and March 2014 (PG.82-83)
- D. Articles about Santa Cruz and California Libraries (PG.84-87)
- E. Articles on Libraries Nationwide (PG.88-91)

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 May 5, 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 April 7, 2014 to the Regular Meeting of May 5, 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 March 31, 2014**

**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: Jennifer Balboni

Address: 223 Florence Drive, Aptos, CA 95003

Cell Phone: 831-227-5915 Work Phone: 831-688-8077

Email: [Jenniferbalboni@yahoo.com](mailto:Jenniferbalboni@yahoo.com)

**Occupation:**

Owner of Joy of Movement Pilates & Gyrotonic in Aptos CA; Pilates and Gyrotonic Instructor

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

I have lived in Santa Cruz County for 22 years and in Aptos for 20 years.

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

I am a life-long lover of libraries and see the library as a pivotal part of our community. I would very much like to utilize my skills to keep it as strong and relevant as we go through these challenging times brought on, in part, by rapid changes in technology and funding.

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



I offer a broad range of skills culled from my years as a professional journalist, project manager, small business owner and movement educator to bring to the role of citizen board member. As a journalist for the San Francisco Chronicle, Chicago Tribune and Contra Costa Times I reviewed hundreds of city budgets. As a project manager for Mediware Information Systems in Scotts Valley and Plantronics in Santa Cruz, I worked with a diverse group of individuals to complete projects. As a small business owner for the past 8 years in Aptos I have daily contact with hundreds of community members each week and have developed wonderful communication skills and understand the needs and ordonnance of this area in an intimate way.

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.**

I have been active in local environmental groups, charities for preventing violence against women, reading groups and advocacy groups for inspiring more women to get involved in local politics. I also organized and led a support group for people with cancer for many years. Being involved in the community and developing leadership skills are germane assets for involvement in the Board.

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

I have visited most of the 10 branches of the library system and have visited my local branch in Aptos at least once a week for the past 20 years. When my children were growing up, we participated in many of the wonderful library programs for children. So I am very familiar with the library *as a patron*. I

understand our system is public and that most of the funding comes from property taxes. Most importantly, I am willing and able to do the research it takes to gain a comprehensive understanding of our county's system.

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

I started visiting libraries when I was 9 years old and have been a VERY active library member ever since. I LOVE libraries; even adore them. I have visited hundreds of libraries around the country especially the older ones back east dating to the mid 1800s.

Our libraries are a vital, integral part of our communities because they represent our greatest values as Americans--open-mindedness, knowledge, inclusiveness, freedom, equality and truth.

In addition, libraries foster community and connection; to ideas, to each other and to ourselves. I would not want to live in a world without libraries.

**What are some of the challenges facing libraries?**

Our libraries today appear to be in a state of massive change i.e. crisis. Most of these challenges appear to be techlogical and financial. Libraries are dealing with rapidly shrinking budgets as well as sweeping changes in reliance on digital media.

Some libraries are getting rid of books altogether and going digital. Questions are being asked such as "What belongs in a library?" as well as, "What is worthy?" Libraries must deal with lack of space and lack of funding at a time when publishing is skyrocketing. Acquisition costs are escalating, as are costs for staffing, preserving, and maintaining not just the materials but the buildings too. Computer equipment takes up an increasing percentage of budgets, as do services for special-needs individuals.

**What are some of the opportunities facing libraries?**

All challenges can also be viewed as opportunities—so there are wonderful opportunities to help forge the library of the future developing new methods of funding and new technological ways of storing and retrieving information.

Additionally, I think there are always opportunities to attract new people to the library. Attracting more young people, more racially diverse people and more people who have not had the privilege of a formal education might be an important opportunity.

Another opportunity is expanding the image of libraries; enhancing the public respect for libraries and librarians.

**What are your goals in serving on the Board?**

I would be honored to serve and to take charge of tasks that others may not want to take on. My goal is to see the library get stronger and thrive for the next generation of patrons.

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

Yes and yes. My e-mail address is [Jenniferbalboni@yahoo.com](mailto:Jenniferbalboni@yahoo.com) and I am online via my i-phone 24/7.

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

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

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 March 31, 2014***

***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: Javier Sean Campbell (Sean)

Address: 2439 Harper Street  
Santa Cruz, CA 95062

Phone: 831-334-1150

Email: [mrseancampbell@gmail.com](mailto:mrseancampbell@gmail.com)

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

Current: Accountant, County of Santa Cruz

Former: Financial Planning and Analysis Manager, Ticketfly (San Francisco technology startup), small business owner, co-owner of Slug Books Co-op (UC Santa Cruz textbook retailer).

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

A total of 6 years, in two stints (2002-2006 and 2011-present).

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

I am interested in providing a forward-looking perspective on the role of libraries in the modern economy and modern community. Pre-internet, libraries served partially as a gateway to and a collection of the knowledge, experience, and perspectives of humanity. While they still serve that function today, the level of access to those gateways and collections (and their content) have changed radically. In business terms, public libraries have shifted their location within the information value chain from a primary source to a source of curation, presentation, and access enhancement. I also believe that libraries can be a key resource in mitigating the negative effects of the digital divide and providing our current and future workforce with tools and skills to participate in the information economy. This is particularly important in Santa Cruz County as our region is both socioeconomically stratified and suffers from "brain-drain" due to the high cost of living relative to median income. I view organizations such as SCPL as vehicles for community engagement, skills development, and overall enhancement of the public welfare.

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

I am an MBA with experience in the social sciences as well as a history in small business, technology startups and local government, giving me well-rounded experience with organizations of various sizes. My technical abilities include substantial familiarity with financial management and operations, statistical concepts, long-term planning, and methods of data organization, access, and interpretation. I am well versed in iterative processes endemic to the implementation of new technologies and the possibilities offered by such.

I bring the perspective of a person who relocated to Santa Cruz from San Francisco, partially because of the quality of life and public goods available to residents of the County. I remember well the experience of doing research at the UCSC library, discovering previously obscured fields of inquiry by simply browsing the racks and looking at collections of things I never considered looking up on the Internet.

I also bring some experience in the book industry. I co-owned Slug Books Co-op from 2004 through 2005. Slug Books Co-op was a textbook retailer focusing on UC Santa Cruz textbooks. It eventually closed down, primarily due to Internet competition from Amazon, Chegg and similar. During its existence, Slug Books employed hundreds, served thousands and saved these students hundreds of thousands of dollars by providing an innovate, low-cost alternative to the campus bookstore.

I also assisted in copyediting my father's book *Choosing Democracy: A Practical Guide to Multicultural Education*. Upper Saddle River, NJ: Merrill, 2004.

**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.**

I have not been previously involved in a community organization; I have spent my adult life primarily engaged in educational, business, and career pursuits. I was a regular patron of the Museum of Art and History during my wife's employment there.

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

I have visited several branches during my time in Santa Cruz and patronize the Live Oak branch. I view my own experiences with SCPL as perhaps others in my demographic and economic group do: aware of libraries, supportive of their existence as public goods, not historically highly engaged with libraries because of our patterns of media consumption (Internet-based, followed by e-books and the purchase of books online). I am familiar with the financial model, the Facilities Plan, the Strategic Plan, and the Technology Plan, and will continue to familiarize myself with SCPL's history.

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

Libraries can and do serve several roles.

Community-owned space: Given the physical footprint, libraries provide space for community groups, classes, and meetings, encouraging the maintenance of civil society.

Learning centers: Libraries provide physical tools (computers, books, software) and subject matter experts in a variety of fields. Human resources in the form of high-quality staff provide the connection between hearing about a subject, a technology, or an idea and turning it into an opportunity for skill development and life enhancement. They can also provide a source of mass, affordable training in basic job skills in several fields.

Knowledge repositories and curators: in today's economy access to data and information has been widely (though not completely) democratized. A key function of libraries is to organize this information into attractive collections to engage the public and foster discovery of fields new to the patron. Libraries are also key in teaching concepts of information quality and relevance, particularly to younger people.

Facilitating childhood development and early engagement in learning: Libraries are wondrous places for children and can be a key driver of early engagement with reading.

## **What are some of the challenges facing libraries?**

In my view the main challenge facing SCPL and public goods generally is the need to stay relevant to the community given the shifting needs, wants, and financial resources of the population. Similar to museums, libraries are undergoing an existential examination of the question, "what is the library for?" For some people, the library is a quiet place to read or to go on the Internet. Some people go to the library to learn about new subjects, some bring their children to reading events, and some go for community meetings. The challenge is to provide the best possible range of services and resources while not only engaging the existing users and their preferences, but also potential users and their preferences. I believe this entails regularly trying new programs, evaluating them, and seeking to make connections with organizations who can assist with them.

A related challenge is sustaining the funding base and financial model of the SCPL, given that prioritization of library funding is ultimately a political decision made in an environment with competing priorities.

### **What are some of the opportunities facing libraries?**

Libraries have a tremendous amount of goodwill in this community. SCPL has an active "Friends Of" organization and a strong physical footprint. The organization has a clear vision and effective oversight. Given these strengths, I believe SCPL has the opportunity to grow and diversify utilization through a systemic commitment to program development and iteration, enhancement as a source of technological and skills learning, and expansion of access and marketing efforts. If SCPL can orient itself toward serving traditional library functions while being a place where you can learn new skills, learn about new subjects, and participate in your community, it will have succeeded in its mission. Marketing and branding efforts are particularly key: community members should know "I can do or get 'X' at the library" even if they've never been to a branch. In general, libraries should rise to the challenge of becoming community spaces with books, computers, local history and other media that serve a wide range of demographic groups.

### **What are your goals in serving on the Board?**

As a member of the board, I would seek community involvement and pluralism as means to a more effective system. I would seek to particularly focus on the augmentation of SCPL's offerings to both historically disadvantaged groups and working-age adults. I am interested in working with staff, the Board, and other organizations on enhancing skills training programs in fundamental software applications such as the Microsoft Office Suite, basic computer knowledge, hardware and software platforms such as e-readers, and similar. SCPL could enhance links and share resources with organizations such as the Small Business Development Center, Career Centers, youth centers and similar. I believe ideas such as these can engage more participation in SCPL.

I also aim to ensure that SCPL has a strong geographic and service footprint within all areas of the County. The unincorporated area of the County contains a large share of the population as well as some of our most historically disadvantaged and economically challenged community members. Ensuring that these community members have a voice on the Board is important.

I am enthusiastic about the 2013-2018 Technology Plan and the ILS and its ability to provide both enhanced service and the data necessary to measure quality and use of SCPL facilities, programs, and resources, allowing the Board and staff to make more informed decisions. I aim to serve the SCPL system as an effective representative of the citizenry, advise, learn, and facilitate the path to a more effective and dynamic public good.



Do you have regular access to email and the Internet?

Yes.

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

  
\_\_\_\_\_  
Signature

3/30/14  
\_\_\_\_\_  
Date

Santa Cruz Public Library  
Library Joint Powers Board

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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: Cindy Jackson

Address: 26 Arbolado Drive  
La Selva Beach, CA 95076

Phone: 831-662-2374

Email: [cinjackson@sbcglobal.net](mailto:cinjackson@sbcglobal.net)

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

Since moving here in 2005, I have been actively involved in the La Selva Beach Branch Library as well as with the LSB Chapter and county-wide Friends of the Santa Cruz Public Libraries. I owned a small retail business (a private post office/packing/shipping) for 15 years in Dallas. I also had the opportunity to help create a high school for an already existing pre-K through 7th grade independent school. We recruited students, hired faculty, created curriculum and I acted as registrar and dean of students for our first two classes.

How long have you been a resident of Santa Cruz County? I moved here in the fall of 2005.

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

I believe that this is a critical time to serve on the Board when branches are in such serious need of renovation and replacement.

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

I served on the Library Task Force investigating different service models for the SCPL in 2010 which introduced me to the system's departments, all the branches and library professionals' opinions about what library systems should anticipate. I have been very active in the Friends of the SCPL and serve as president of the La Selva Beach Chapter. In that capacity, I have raised funds specifically for LSB through book sales and community events. Those funds have been used to provide programming for both children and adults and a very popular browsing collection of bestsellers. I have raised funds for the entire system in my role as a member of the Board of the Friends of the SCPL and a member of the Development Committee of the Board.

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.

I serve as the Membership Director for the La Selva Beach Improvement Association and I have mentioned my Friends of the SCPL work above. I'm a member of the Los Gatos United Methodist Church and have provided lunches for the Santa Cruz Habitat for Humanity construction crew quarterly for the last 5 years.

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

I am very well acquainted with the branch operations of the LSB Branch having organized and recruited volunteers to expand hours of service after service cuts in 2009. By serving on the library's Task Force and my work on the Friends' Board, I feel well acquainted with the administrative functions that support all branches. I have also attended most of the LJPB meetings for the last 2-3 years.

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

To provide a physically welcoming space for programs designed to enhance childhood literacy, to promote life-long learning and to provide books and materials and technological resources (including WiFi) at no charge to all members of the community, both physically abled and disabled.

What are some of the challenges facing libraries?

All libraries are faced with balancing the need for access to digital materials and books with the need for paper books and materials. Our system is challenged with aging facilities and their need for renovation to accommodate a different use of technology and different programming. Assuming a bond measure in the fall, a specific challenge will be to educate the voters county-wide about the advantages of renovated and new facilities for our system and encourage their vote.

What are some of the opportunities facing libraries?

How can the library's programming facilitate the increasing use of technology in all of our lives? How can the library's presence in the county's diverse communities facilitate community discussions and involvement? What decisions need to be made to continue the stronger financial footing of our system?

What are your goals in serving on the Board?

My goal is support the library system in whatever way I can. Specifically, I think I can communicate the importance of additional funding through a bond measure so that all branches can efficiently and effectively serve current and future patrons.

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

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

Cindy L Jackson  
Signature

2/6/2014  
Date



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## STAFF REPORT

DATE: April 1, 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

#### **James Fischl**

James comes into work every day with a positive attitude, ready to give extra help wherever help is needed. He consistently ensures that the oversize section is organized and neat. In addition to his goal-oriented work ethic, James makes sure to encourage others to keep their head up and be efficient. Overall, he contributes to creating a pleasant work environment for everyone (Nominated by N. Dreszer).

#### **Fred Ulrich and Diane Cowen**

Fred and Diane provided wonderful reference support when I called from the Aptos Branch asking for help with a reference question. Fred gathered some books from the Californiana collection to consult and suggested other sources. He and Diane showed excellent teamwork and support for Reference services. The patron was very grateful for the level of assistance provided (Nominated by S. Harbison).

#### **Anthony Thomas**

On-Call Anthony Thomas answered the telephone at Scotts Valley today to a patron whose first words were; "I'm going to kill myself..." Without missing a beat Anthony

answered; "I hope I can talk you out of that! How can I help?" He then proceeded to listen carefully to the frantic patron. As it turned out this person had left the only existent copy of an original manuscript at the library with no contact information inside the binder. As it turned out Scotts Valley did have the manuscript in their lost-and-found, and all is well. I have a feeling that even if the library did not have the manuscript in question, Anthony's empathetic demeanor and consistent customer service would still have made a difference in this person's day. Bravo Anthony (Nominated by Maile McGrew-Frede).

**Janis O'Driscoll**

Thank you so much for your extraordinary support at the council meeting yesterday. You went above and beyond in your generosity and time spent sharing your support for the Abbott Square project. I know that your involvement made a difference, and I'm so sorry it involved so much time waiting. I am excited to work with you to make Abbott Square and especially this special back area a place for transformative learning experiences for families. Thank you, thank you, thank you. You are a real friend to the MAH and we greatly appreciate it. We are lucky to have you as a partner and as a leader in our community (Nominated by N. Simon, Executive Director of the Santa Cruz Museum of Art & History).

SANTA CRUZ PUBLIC LIBRARIES  
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

Aptos Branch Meeting Room  
7695 Soquel Drive, Aptos, CA 95003

March 3, 2014

6:30 PM PUBLIC MEETING

1. ROLL CALL

Present: Supervisor Zach Friend, Supervisor Bruce McPherson, Councilmember Cynthia Mathews, Councilmember Michael Termini, Councilmember David Terrazas, Citizen Member Jim Mosher

Absent: Citizen Member Dick English

Absent until 6:32 pm Councilmember Jim Reed

Absent until 6:37 pm Citizen Member Martha Dexter

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

2. APPROVAL OF MEETING AGENDA OF MARCH 3, 2014

**Councilmember Termini moved, seconded by Councilmember Mathews**

**That the Board approve the Agenda of March 3, 2014**

**UNAN**

**Absent: English, Dexter, Reed**



3. ORAL COMMUNICATIONS

None

4. PRESENTATIONS:

- A. Resolution to recognize Snapshot Stories volunteers and staff  
Chair Terrazas expressed appreciation for the efforts of 21 staff members and volunteers to successfully complete an ambitious several months long project which helps provide local history materials for the Library's collection. This project occurred in collaboration with UCSC, the Museum of Art and History, and Researchers Anonymous. David Terrazas presented Certificates of Appreciation to everyone involved. Director Landers noticed that Janis O'Driscoll, who spear-headed the project, had humbly left out her own name of the group of honorees. Director Landers asked that Janis O'Driscoll's name be added to the Resolution.
- B. UCSC University Librarian Elizabeth Cowell gave a presentation on libraries in the digital age and the work UCSC did to improve their facilities. She outlined the changes in user behavior as well as staffing changes and gave examples how these changes manifested. Service points have been merged into one desk, collections have been consolidated and improvement of the network has been done. Quiet study spaces have been created and are very much in demand. Roving students who have been trained by staff are able to support library users.

5. STAFF RECOGNITION

6. MEMBER REPORTS

None

7. CONSENT AGENDA

**Councilmember Mathews moved, seconded by Citizen Member Mosher**

**That the Board approve the Consent Agenda of March 3, 2014 pulling item 7 A for further discussion.**

**UNAN  
Absent: English**

- A. Approve Minutes of February 10, 2014

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

**That the Board approve the Minutes of February 10, 2014 with the following change on page 9: “Input” was given .... instead of “Direction” was given.**

**UNAN  
Absent: English**

- B. Resolution to allocate Whalen funds for land appraisal for new Felton branch library.

**That the LJPB authorize the transfer of \$10,000 from the Whalen Trust to be used for fees for an appraisal of the property being donated to the County for a new Felton Branch Library and that it amend the FY 2013-2014 budget. (Resolution #2014-002)**

**UNAN  
Absent: English**

9. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

Sharon Maxwell, Board Member of the Friends of the Library reported that

**In February 2014, FSCPL...**

- Received a \$2000 grant from Safeway for Let’s Play Kits
- Had a table at the Capitola Chamber of Commerce Business Showcase

**FSCPL plans include...**

- Starting a blog to showcase SCPL and FSCPL accomplishments
- In April – Another “Wine in the Stacks” event is planned with local author Steven Bignell in attendance.

10. STAFF REPORTS

- A. Monthly Narrative Report: February 2014  
B. Statistical Report.  
C. Financial Snapshots January. The Board reviewed the report and Finance Director Marcus Pimentel responded to several questions. January showed a negative

deficit due to two pay cycles, but cash still exceeded the minimum. February is projected to return to a positive month.

- D. ILS Implementation Update. Director Landers announced the complete system shut-down from March 12 through March 15 for Technovation2014 improvements. Library branches will stay open during their regular hours.
- E. Estimated cost of additional hours in new branch buildings. Director Landers presented the report and responded to a number of questions. The Board members reviewed and discussed the report. The Board received the report for future updating and consideration after financial measure is approved.

11. OTHER BUSINESS

- A. Facilities Master Plan Implementation Update (include staffing and hours example). The Board members reviewed and discussed the report. Director Landers responded to a number of questions. If necessary a special meeting may need to be scheduled since the timing is crucial.
- B. Election of Chair and Vice-Chair

**Councilmember Termini moved, seconded by Citizen Member Mosher**

**Councilmember Termini nominated Councilmember Terrazas as Chair.**

**UNAN**  
**Absent: English**

**Councilmember Mathews nominated Councilmember Termini as Vice-Chair.**

**UNAN**  
**Absent: English**

- C. Direction to Library Director on letter to the County on restrictions as to the location of marijuana dispensaries near public library branches.

**Councilmember Mathews moved, seconded by Citizen Member Mosher**

**That the LJPB direct the Library Director to draft letters for signature by the Chair of the LJPB to go to all local jurisdictions asking that in the future limitations on sales or activities related to controlled substances near schools be applied equally to public libraries.**

**Ayes: Mathews, Termini, Terrazas, Friend, Mosher, Dexter**  
**Nays: McPherson, Reed**  
**Absent: English**

- D. Appointment of Finance Committee replacement. It was decided that this item should be held until Board member English's replacement occurs.

12. WRITTEN COMMUNICATIONS

- A. Patron Written Comments
- B. Security Incidents Log. The Board discussed a number of particularly egregious incidents. Councilmember Mathews strongly suggested that the Library Director connect with the local Police Department and the Sheriffs' Department to get very clear on procedure for making citations, bans and arrests where possible and to convey this information to staff.
- C. Articles about Santa Cruz and California Libraries
- D. Articles on Libraries Nationwide

13. BOARD MEETING CALENDAR

No changes

14. NEXT MEETING

The LJPB will adjourn from the Regular Meeting of Monday, March 3, 2014 to the next regularly scheduled meeting on Monday, April 7, 2014 at 6:30 pm at the Downtown Branch Library Meeting Room.

15. ADJOURN

The regular meeting adjourned at 7:59 p.m.

Respectfully submitted,

Helga Smith, Clerk of the Board

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

## MONTHLY REPORT FOR MARCH 2014

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

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

Storytime at Garfield Park is growing and going strong with regular attendees. However, the program team will be looking at programs for Garfield Park in light of changing demographics in the area. There seems to be more young families and more seniors and fewer school age children.

Toddler Times at Live Oak, Scotts Valley, Boulder Creek, Aptos, and Downtown are very popular.

Storytime at Branciforte is small (5-6 children) and there seem to be different children each week. It is on the same day and at the same time as storytime at Downtown which is flourishing.

Reference Team member Valerie Murphy led class visits:  
March 20 B40 Middle School  
March 27 Holy Cross 3rd grade

Reference Team members Valerie Murphy & Patty Webster also substituted for Programming staff at storytimes at Downtown (twice) & La Selva Beach.

**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.**

The book displays for Scotts Valley patrons provided a diverse range of selections to choose from: Books Made into Films; All about dogs; Books with blue covers- "I don't know what the book was but the color of the cover was blue"; Wise Water Conservation and a music display complete with shelf-talkers.

A Community Poetry Circle was attended by aspiring poets in March at the Scotts Valley branch

Book displays for Branciforte this month were: Saint Pat's/Green displays in Youth and Adult areas. We did a Dr. Seuss display in the youth area in honor of his birthday.

The Reviewers continue to provide reviews, booklists, & displays for the entire system. The rotating feed of Staff Picks has been restored to the SCPL homepage, with several new reviews of adult, teen, & children's material followed immediately by upticks in requests for these items.

Reference staff also provided 2 wonderful new bibliographies of young reader's choices for 2- & 3-yr olds (the young reader, now 3, is a team member's daughter). These bibliographies are in the Community Picks section of Reader's Link, along with staff & public picks for the best of 2013.

Barbara Lockwood, an artist from Scotts Valley, displayed 550 of her Fabric Postcards in Boulder Creek's meeting room through March. This is a very popular and beautiful display.

BC's aides, Whitney James-Heskett, Chloe Woodmansee & Alex Glass, created book displays on St. Patrick's Day, National Umbrella Month, Cats, Bugs (all for kids), Time (for adults) and Recommended Favorites (for teens). BC aide, Jesse Koshlaychuk, has been helping our Programming Librarian, Kari Gunn, with our afterschool craft program until our volunteer, Irene Johnson, returns.

Live Oak had both a children's and adult book display celebrating National Nutrition Month 2014. The library has many books on the subject of nutrition and beautifully illustrated cookbooks to help our patrons find new, tasty, and healthful recipes. We recently added two new children's series to our collection: Cool Recipes for Your Health and a bilingual series on healthy foods for kids that fit right in to our display.

Local resident Alene Smith displayed her photographs in the main display case at Live Oak. Many of her family and friends stopped in to the library to see her work.

The children's display case at Live Oak has a display by the Good Golly Miss Molly Doll Club. The case is filled with a variety of amazing handmade dolls—everything from angels to steampunk!

March displays at La Selva Beach attract a lot of readers attention. They are put together by the LSB's Library Aide Lucia Corrales.

1. Grow, Learn, Read
2. March – Women's History month

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

Branciforte has moved all of their Romance books to a rounder display in the adult area, making more room for Science Fiction books. They moved the paperback Mystery books closer to the front of the library. They weeded the uncataloged Young Adult and Juvenile books.

## **2. LIFELONG LEARNING**

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

Jeanne O'Grady, Eric Chalfant, and the Volunteer Team are working to provide withdrawn cassette audiobooks to homebound patrons who cannot use other media or large print materials.

BC continues to weed their nonfiction collections to make room for new and current selections. Chloe Woodmansee also shifted books in their teen room to make room for new books and displays.

The Juvenile CD collection at the La Selva Beach branch had been moved to make it more visible and accessible by our young patrons and their parents.

### **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.**

Special programs for the preschool set included celebration of Dr. Seuss' Birthday with volunteer storyteller Andria Gordon and visits from Rock Lerum and his group of acrobatic Orchard School performers. Rock and 12 kids also performed for the group at Hope Services. The audience was delighted by the juggling.

The Reference Team provided patrons with the opportunity to enhance their skills in the use of their iPads on March 3 at the Scotts Valley branch.

Certified trainers from Covered CA were at Scotts Valley on March 12 to provide assistance and answer questions about the Affordable Care Act.

The program team will be evaluating all programs and shortly begin planning for the Fall schedule.

About 15 adults showed up for the Fabric Postcards workshop taught by artist Barbara Lockwood. They had a great time creating small fabric collages. A class for kids was held right after and about 18 happy kids made more Fabric Postcards!

Covered CA had a table at Live Oak with two certified assistants to help answer patron questions about signing up for health insurance before the March 31<sup>st</sup> deadline.

Downtown's monthly book discussions, led by Reference Team member Julie Richardson, continue to draw a large & lively group of readers.

The Armchair travel Adventure club at La Selva Beach "visited" Australia in March. Our next destinations are: Tanzania in April and Ukraine in May.

The Reference team continued to offer its ever-popular e-books, e-audio, & beginning iPad classes at DTN, SCV, & APT.

Mega Machines is picking up steam at Garfield Park, but not so much at Downtown. Simple Machines (the Legos program) is wildly popular at both La Selva Beach and Aptos.

**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.**

Reference Team member Victor Willis, working with the SCPL Marketing group, instituted a Fri hashtag pointer that leads #FridayReads participants to staff picks reviews on the SCPL website.

We recently learned that the University of California Riverside Center for Bibliographical Studies and Research was collaborating on a project with Ancestry.com to make the Santa Cruz Sentinel available digitally back to 1856. There was to be a 3 year embargo and after that time it would be available for free. Staff from the University contacted Ancestry.com about purchasing access until the free access is available. They appear to be willing to grant us access at no charge. This will be arranged once we have migrated to Polaris as it involves LIT resources to accomplish.

### **3. COMMUNITY CONNECTIONS**

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

The Scotts Valley Chamber of Commerce sponsored a free informational financial planning work shop in the Scotts Valley Fireside Room on March 8.

Program librarian Brenda McIlroy continues to visit Papas once a month. She is also working with Papas program coordinator to coordinate the program activities for the rest of the month. They are working on lesson plans together and collecting reusable craft materials as well as sharing some library resources for crafts.



The Veteran's History Project is growing. On Tuesday, March 11th, Jennifer Cockerill & Maile McGew-Frede held the first informational session about the Veterans History Project with the public at Dominican Oaks. 18 residents attended. They had tremendous help and support during the presentation from the Dominican Oaks Activities Director Margie Paylow. Jennifer gave a brief presentation about the project and then quickly went to a Q&A session. A wide range of questions was asked. It was a very lively and engaged group!

Margie Paylow created fliers for our talk, put an announcement in the Dominican Oaks Newsletter, and talked to many residents directly. She also has already found a space at Dominican Oaks for the interviews to take place. Two Dominican Oaks residents have been scheduled for interviews.

Janis O'Driscoll and Jennifer Cockerill met with our local Veteran Services Officer (VSO), Christopher Lopez, to discuss working together to reach out to the veterans in our community. He was very happy to partner with us. He is devoted to reaching out to as many veterans as possible to get them the benefits they are entitled to regardless of which conflict they were involved in.

Patrice Keet is spearheading the development of a Children's Discovery Museum in Santa Cruz County. Even though they are still looking for a location, the Library and the Discovery Museum began presenting collaborative events in March. Once a month the Museum will bring a program into one of our branches that they arrange. The March family program was **Yardmap (Citizen Science Project on habitat management)** [www.yardmap.org](http://www.yardmap.org)

Pete Cullen of the Friends connected us with Irena Polic and Courtney Mahaney of UCSC's Institute for Humanities Research. Fellows associated with the Institute are interested in collaborating with the Veteran's History Project and the War Comes Home community read. What's in the works? graduate students interested in oral histories working with middle school students and high school students taking family veteran's oral histories; historian working with SCPL staff on Veteran's History Project; a classicist giving a public talk about warriors returning home in ancient times and drawing parallels to present day, a writer working with veterans.

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

Hanna Pitz and Jason Pell of the Volunteer Coordinator's office and Diane Cowen, Virtual Services Librarian, came to BC to film a PSA about our meeting room. BC aide, Chloe Woodmansee, agreed to be filmed and interviewed as the face of BC.

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

We have had excellent feedback for our partnership with Covered California (coordinated by Julie Richardson) as well as our continuing partnership with Project Scout. While the logistics of hosting such services can be challenging, the thanks of members of the public make it clear that they value these partnerships greatly.

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

Volunteer storyteller, Andria Gordon, helped the Program Team celebrate Dr. Seuss' birthday at preschool storytimes at Garfield Park, Downtown, La Selva Beach, Live Oak and Capitola to the delight of the preschool crowd.

In the rolling 12-month period between 3/1/13-2/28/14, the number of active volunteers and total number of volunteer hours increased 20% and 24% respectively over the previous rolling 12-month period.

In January, February and early March SCPL welcomed 26 new volunteers assigned to a variety of library programs including Legos Simple Machines, Adopt-a-Shelf, Tales to Tails, Summer Reading Program, Advisory Council of Teens, Toddler Time, Homework Help, and the Spanish Translation Team. A branch clean-up day at the Felton Library attracted seven volunteers including four new event volunteers.

In the first two months of the Volunteer Milestone Award program, letters and personalized bookplates were sent to 18 volunteers who accumulated 100, 200 or 300 hours of service.

April 6-12 is National Volunteer Week. In recognition of their service, SCPL volunteers will each receive a personalized thank you letter signed by Teresa Landers and David Terrazas, a stainless water bottle imprinted with the SCPL logo and a thank-you message, and a personalized ID badge. Teen volunteers will also receive a note with a gift certificate redeemable at the Friends Bookstore. The website, electronic messaging boards and social media also are highlighting this event.

Boulder Creek has two new Tales to Tails volunteers: Melinda Pasquinuuci and Stacey Otlin. We are very happy to have them; their presence insures the success of the Tales to Tails program at BC.

Reference Team member Leslie Auerbach met with FSCPL volunteer (& blogger) Anna Korotina to discuss how Anna can work with the Reviewers to highlight our collections and help staff understand how the public views our collections. Anna

has excellent ideas & we expect her to be a valuable resource for both staff & patrons.

#### **4. WELCOMING PLACE**

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

The ballot initiative will need to be postponed to June 2015.

- 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.**
- 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.**

#### **6. ORGANIZATIONAL READINESS**

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

Staff have been using their training time to learn and master the new computer program, Polaris in order to be prepared for April 9. An online forum is being actively contributed to and consulted by staff.

Jeanne O'Grady and Val Murphy went to the ACL (Association of Children's Librarians) workshop – Your Library is the Common Core: CCSS, STEM/STEAM, and How Libraries Fit – in San Francisco. Both have brought back information to share with their teams.

Several staff attended training on how to write and run reports on the new ILS.

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

Laura Whaley completed her 1 week residency as part of the Eureka! Leadership Program. She will now begin work on her grant funded project.

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

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

The focus in March has been on training for the new ILS- Polaris in order that staff is able to provide seamless service to the public when we go live on April 9.

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>January</b>												
Aptos	25,702	23,478	-9%	12,016	11,850	-1%	140	129	-8%	65	65	0%
Boulder Creek	4,581	4,643	1%	2,800	3,020	8%	31	33	6%	19	21	12%
Branciforte	9,700	9,696	0%	8,105	7,577	-7%	67	69	3%	56	54	-4%
Capitola	12,630	12,309	-3%	6,740	6,056	-10%	80	78	-3%	43	38	-10%
Downtown	51,362	46,460	-10%	35,618	31,221	-12%	228	208	-9%	158	140	-12%
Felton	2,568	2,991	16%	1,768	1,953	10%	21	25	16%	15	16	10%
Garfield Park	3,980	2,885	-28%	3,658	2,660	-27%	35	26	-26%	32	24	-26%
La Selva Beach	1,778	1,857	4%	1,509	2,656	76%	15	16	5%	13	22	77%
Live Oak	16,874	14,760	-13%	9,979	9,700	-3%	111	103	-8%	66	67	3%
Scotts Valley	26,025	24,290	-7%	15,082	19,882	32%	141	133	-6%	82	109	33%
Outreach	3,670	2,794	-24%	1,228	1,447	18%						
<b>Subtotal</b>	<b>158,870</b>	<b>146,163</b>	<b>-8%</b>	<b>98,503</b>	<b>98,022</b>	<b>0%</b>	<b>870</b>	<b>820</b>	<b>-6%</b>	<b>549</b>	<b>558</b>	<b>2%</b>
ebooks	7,552	9,097	20%									
e-audio	1,399	2,298	64%									
<b>TOTAL</b>	<b>167,821</b>	<b>157,558</b>	<b>-6%</b>	<b>98,503</b>	<b>98,022</b>	<b>0%</b>	<b>870</b>	<b>820</b>	<b>-6%</b>	<b>549</b>	<b>558</b>	<b>2%</b>
website hits	519,384	484,774	-7%	128,689	110,571	-14%						
<i>Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.</i>												
<b>February</b>												
Aptos	22,145	22,226	0%	10,759	11,146	4%	132	132	0%	64	66	4%
Boulder Creek	4,048	4,574	13%	2,812	2,905	3%	31	36	17%	21	23	7%
Branciforte	8,846	8,814	0%	7,393	7,052	-5%	69	69	0%	58	55	-5%
Capitola	11,147	11,408	2%	6,241	5,892	-6%	77	79	2%	43	41	-6%
Downtown	44,338	43,656	-2%	32,025	31,098	-3%	214	211	-2%	155	150	-3%
Felton	2,339	2,728	17%	1,411	1,590	13%	22	25	17%	13	15	13%
Garfield Park	3,924	3,905	0%	2,873	3,180	11%	38	38	0%	28	31	11%
La Selva Beach	1,705	1,949	14%	1,930	2,436	26%	16	18	14%	18	23	26%
Live Oak	14,882	13,820	-7%	8,770	9,333	6%	109	102	-7%	64	69	6%
Scotts Valley	23,893	21,922	-8%	14,771	15,218	3%	142	130	-8%	88	91	3%
Outreach	2,892	2,757	-5%	1,345	1,215	-10%						
<b>Subtotal</b>	<b>140,159</b>	<b>137,759</b>	<b>-2%</b>	<b>90,330</b>	<b>91,065</b>	<b>1%</b>	<b>851</b>	<b>841</b>	<b>-1%</b>	<b>553</b>	<b>563</b>	<b>2%</b>
ebooks	8,891	11,187	26%									
e-audio	1,271	2,027	59%									
<b>TOTAL</b>	<b>150,321</b>	<b>150,973</b>	<b>0%</b>	<b>90,330</b>	<b>91,065</b>	<b>1%</b>	<b>851</b>	<b>841</b>	<b>-1%</b>	<b>553</b>	<b>563</b>	<b>2%</b>
website hits	462,791	445,648	-4%	117,217	100,130	-15%						
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November	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	24,324	21,609	-11%	12,792	10,553	-18%	145	130	-10%	76	64	-17%
Boulder Creek	4,654	4,632	0%	2,971	2,925	-2%	35	37	4%	23	23	3%
Branciforte	9,229	9,456	2%	7,021	6,917	-1%	72	76	6%	55	56	2%
Capitola	11,166	11,962	7%	5,889	5,597	-5%	78	85	9%	41	40	-3%
Downtown	47,482	42,724	-10%	31,854	26,675	-16%	229	208	-9%	154	130	-15%
Felton	2,475	2,747	11%	1,568	1,723	10%	23	26	14%	15	16	13%
Garfield Park	3,350	3,863	15%	3,578	3,327	-7%	33	40	23%	35	35	-1%
La Selva Beach	1,964	1,730	-12%	1,532	2,548	66%	18	16	-9%	14	24	71%
Live Oak	14,294	14,894	4%	7,881	7,874	0%	105	116	11%	58	62	6%
Scotts Valley	23,972	22,988	-4%	13,911	13,958	0%	143	138	-3%	83	84	2%
Outreach	3,247	2,810	-13%	1,505	1,563	4%						
<b>Subtotal</b>	<b>146,157</b>	<b>139,415</b>	<b>-5%</b>	<b>90,502</b>	<b>83,660</b>	<b>-8%</b>	<b>881</b>	<b>874</b>	<b>-1%</b>	<b>553</b>	<b>533</b>	<b>-4%</b>
ebooks	11,184	8,670	-22%									
e-audio	2,103	1,850	-12%									
<b>TOTAL</b>	<b>159,444</b>	<b>149,935</b>	<b>-6%</b>	<b>90,502</b>	<b>83,660</b>	<b>-8%</b>	<b>881</b>	<b>874</b>	<b>-1%</b>	<b>553</b>	<b>533</b>	<b>-4%</b>
website hits	355,157	441,528	24%	103,504	102,259	-1%						
<i>Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.</i>												
December	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	23,475	21,280	-9%	10,239	10,630	4%	141	122	-14%	62	61	-1%
Boulder Creek	4,097	4,210	3%	2,900	2,598	-10%	32	35	11%	22	22	-3%
Branciforte	7,674	8,275	8%	7,021	6,283	-11%	62	69	11%	57	52	-8%
Capitola	10,301	11,334	10%	5,884	5,156	-12%	73	89	21%	42	40	-3%
Downtown	46,431	43,328	-7%	31,511	28,333	-10%	222	198	-11%	151	129	-14%
Felton	1,921	2,614	36%	2,463	1,327	-46%	18	27	49%	23	14	-41%
Garfield Park	2,909	3,884	34%	3,343	3,277	-2%	30	38	27%	34	32	-7%
La Selva Beach	1,655	1,612	-3%	1,166	2,225	91%	16	16	-2%	11	21	93%
Live Oak	14,053	15,084	7%	8,623	8,810	2%	106	103	-3%	65	60	-8%
Scotts Valley	21,232	22,395	5%	13,004	12,580	-3%	128	129	1%	78	72	-8%
Outreach	2,377	2,638	11%	1,181	1,258	7%						
<b>Subtotal</b>	<b>136,125</b>	<b>136,654</b>	<b>0%</b>	<b>87,335</b>	<b>82,477</b>	<b>-6%</b>	<b>828</b>	<b>825</b>	<b>0%</b>	<b>545</b>	<b>504</b>	<b>-7%</b>
ebooks	10,168	9,023	-11%									
e-audio	1,349	2,042	51%									
<b>TOTAL</b>	<b>147,642</b>	<b>147,719</b>	<b>0%</b>	<b>87,335</b>	<b>82,477</b>	<b>-6%</b>	<b>828</b>	<b>825</b>	<b>0%</b>	<b>545</b>	<b>504</b>	<b>-7%</b>
website hits	461,921	429,827	-7%	111,531	99,951	-10%						
<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>												

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September	Circulation			Visitors			Circ/Opn Hr			Visitors/Opn 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	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>												
October	Circulation			Visitors			Circ/Opn Hr			Visitors/Opn 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	24,345	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>												

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
July												
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%						
Subtotal	152,378	160,243	5%	92,774	94,408	2%	913	873	-4%	566	525	-7%
ebooks	4,533	6,033	33%									
e-audio	1,204	1,923	60%									
TOTAL	158,115	168,199	6%	92,774	94,408	2%	913	873	-4%	566	525	-7%
website hits	518,988	504,441	-3%	128,789	118,665	-8%						
<p>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.</p>												
August												
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%						
Subtotal	148,106	151,250	2%	89,035	93,593	5%	819	804	-2%	495	504	2%
ebooks	2,697	6,231	131%									
e-audio	2,110	1,998	-5%									
TOTAL	152,913	159,479	4%	89,035	93,593	5%	819	804	-2%	495	504	2%
website hits	512,829	490,310	-4%	126,192	117,722	-7%						
<p>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.</p>												



TO: Finance Committee- Library Joint Powers Authority Board  
 FROM: Marcus Pimentel, City of Santa Cruz Finance Director (03/28/14)  
 RE: Monthly Dashboard Report: Library's February 2014 financials

SANTA CRUZ  
 PUBLIC LIBRARIES

February 2014  
 Preliminary,  
 Unaudited

Contained herein is the preliminary, UNAUDITED February 2014 Dashboard summary report. In general, revenues remain ahead of our target by 1.7% and expenditures are slightly over-budget by 0.6% due to one-time payments. This has resulted in a year-to-date net operating loss of \$-161,530. The planned operating loss includes those one time payments like the retirement of long term debt and services and supplies that were carried over from the prior year. At the mid-year review and after board approved mid-year adjustments, staff estimated the current year could finish with a small 1% surplus (appx \$120k).

Net operations (Major accounts)	Last 3-months Actual Results				Fiscal Year to Date	Percent of Budget Comparison		
	December	January	February	March		Annual Budget FY 2013/14	YTD Actuals	Months completed
<b>Revenue:</b>								
(2) Sales Tax	\$ 588,855	\$ 474,904	\$ 621,553	\$ 4,646,245	\$ 6,617,000	70.2%	66.7%	3.6%
MOE- Member Contributions	424,869	426,225	426,225	3,407,634	5,135,000	66.4%	66.7%	(0.3%)
Library Fines	13,274	17,896	14,409	124,004	200,000	62.0%	66.7%	(4.7%)
Other Revenue	7,772	12,977	3,781	118,779	174,690	68.0%	66.7%	1.3%
Subtotal Operating Revenue	1,034,770	932,002	1,065,968	8,296,662	12,126,690	68.4%	66.7%	1.7%
Budgetary Financing Sources	-	-	-	-	455,497			
<b>TOTAL REVENUE</b>	<b>\$ 1,034,770</b>	<b>\$ 932,002</b>	<b>\$ 1,065,968</b>	<b>\$ 8,296,662</b>	<b>\$ 12,582,187</b>			
<b>Expenditures:</b>								
(4) Payroll	\$ 637,390	\$ 908,056	\$ 610,552	\$ 5,304,199	7,703,251	68.9%	66.7%	(2.2%)
(3) Books (w/Grants)	57,113	61,384	98,357	921,063	1,213,804	75.9%	66.7%	(9.2%)
Janitorial Services	10,206	14,196	8,863	73,029	117,100	62.4%	66.7%	4.3%
Building & Facility	24,122	49,375	21,624	192,305	496,743	38.7%	66.7%	28.0%
Rent (Equip., Building, Land)	25,924	25,924	25,571	208,542	312,500	66.7%	66.7%	(0.1%)
Utilities	31,402	42,626	33,284	267,988	430,000	62.3%	66.7%	4.3%
Other expenditures	148,979	235,869	120,017	1,491,065	2,308,789	64.6%	66.7%	2.1%
<b>TOTAL EXPENDITURES</b>	<b>\$ 935,136</b>	<b>\$ 1,337,430</b>	<b>\$ 918,269</b>	<b>\$ 8,458,192</b>	<b>\$ 12,582,187</b>	<b>67.2%</b>	<b>66.7%</b>	<b>(0.6%)</b>
Net Gain / (Loss)	\$ 99,634	\$ (405,428)	\$ 147,699	\$ (161,530)	\$ -			

Key Balance Sheet items	Trust Current Assets			Trust Current Assets (cont.)		
	December	January	February	Trust	Balance	Balance
(6) Total pooled cash	2,480,486	2,141,311	3,231,445	Trust	239,609	93,064
(6) 2-month reserve target	2,014,833	2,014,833	2,014,833	Leet-Corday		12,484
(6) Excess cash/(reserve deficit)	465,653	126,478	1,216,612	Morely		44,647
(7) Total Current Assets	3,506,209	3,054,416	3,243,306	Hale	9,193	27,927
Accounts Payable	75,988	31,077	70,814	Whalen	92,575	

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. In addition, the initial budget for Member Contributions was overstated by a \$125k budget estimate increase intended for Sales Tax. This correction has been posted.
- (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 rebudgeted in the current year using prior-year surpluses.
- (4) January payroll costs included a third payroll cycle that occurs twice per fiscal year. The first time was in August.
- (5) In February the four largest expenditures within 'Other expenditures' included: [Financial services - outside at \$47k]; [Software maintenance services at \$24k]; [Library functional supplies at \$17k]; and [Vehicle work order charges - internal at \$7k].
- (6) Earlier this fiscal year, planned one-time costs temporarily reduced cash balances below the targeted, year-end reserve. For February, cash was above the reserve by \$1,216,612.
- (7) January's "Other Revenue" was revised to reflect additional revenue accrual of \$1,454.



## Status Update for ILS Implementation April 1, 2014

### Overview

The implementation of the new ILS is still on target for April 9

Schedule item	Item Owner	Plan date	Actual or scheduled	Comments
Configure infrastructure	LIT	12/20/13	2/17/14	Done
Data Migration	LIT	12/1/13	1/14/14	Done
Training server established	Polaris & LIT	1/15/14	1/15/14	Done
Staff training	Polaris & Staff	2/28/14	Month of Feb	Done
Public education	Mktg Team	2/15/14-4/30/14	2/15/14 to begin	underway
Final data migration	LIT & Polaris	4/4-8/14	4/4-8/14	imminent
Cutover	ALL	4/9/14	4/9/14	imminent

### Details

The major announcement came on April 1 and was not an April Fool's joke. Polaris was acquired by Innovative Interfaces Inc. (III). You may remember that III was our second choice. This came as quite a shock to us., as apparently it did to many of the Polaris staff we spoke to today. Teresa is working with the City Attorney on ensuring that the contract obligations are still in effect. It does appear that III is gaining on the deal by getting access to technology that Polaris has that III has been trying to move towards. We are hoping that the Polaris commitment to customer service is also mirrored by III. The good news is that the headquarters will be in Emeryville, CA where III is located. This does bring us closer to our vendor than Syracuse NY which was perhaps the only concern of any note we had about Polaris as compared to III. We have been assured that the product we just purchased will continue to be supported for quite a while. It is inevitable, however, that at some point in the hopefully distant future, they will settle on one product rather than the two major ones they are now going to be supporting.

Due to a last minute need to rebuild the Library's network, the roll out of the new Public PCs was postponed until after the rollout of Polaris. At this point in time, the majority of the PCS have been configured but we don't want to add any additional layers of complexity to the go live of Polaris.

The value of the marketing paid off during the recent down time due to the network rebuild. We received no complaints and the public was very understanding. We are hoping for the same as we approach the cutover. At least the upcoming down time will not involve lack of access to the Internet in general. We are making arrangements to continue some access to the e-book collections while we cut over to Polaris. The issue is that when a patron accesses one of our databases, the database looks to our ILS for confirmation the patron is really a patron. Since there will be no ILS for a week, this authentication cannot happen but several of our vendors are providing workarounds.

Volunteer Coordinator, Denise Fritsch, and her Americorps Volunteers are supplying volunteers to help the public when Polaris goes live and for the ensuing two weeks, at a minimum. These volunteers are called Tech Ambassadors. If successful, we will look to continue and expand their use.

Staff has been training during the month of March and a number of staff received training in how to write and run reports. We are all looking forward to trying it out for real instead of on the training database.

As approved at last month's LJPB meeting, all branches will open at 1 pm on Wednesday April 9 in order to provide extra time to catch up with check ins after being down for 5 days.

## REPORT to LJPB

DATE: April 1, 2014  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Library Director  
RE: Support for Library legislation

**RECOMMENDATION:** Approve motion to authorize Library Director Chair to send a letter on behalf of the LJPB in support of SB1455 and the State Budget Item #6120-215-0001.

### SUMMARY

Two important pieces of library related legislation are pending and library supporters throughout the State of California have been asked to write letters in support. One is related to the establishment of a Library Bond Fund (SB1455) and the other is to support statewide library broadband services (Budget Item #6120-215-0001).

### BACKGROUND

SB1455 concerns Library Construction Bonds. A needs assessment conducted by the California State Library in 2007 indicated that the new construction and renovation needs for California public libraries exceeded \$8 billion.

The dissolution of Redevelopment Agencies has eliminated any recourses other than tax increases or the approval of general revenue bonds to provide local funding for the construction and renovation of library facilities.

Budget item #6120-215-0001 is from the California State Library and is a request for 2.5 million in ongoing general fund money for public libraries to allow them to join a major high-speed broadband network, operated by the Corporation for Education network Initiatives in California (CENIC). An additional \$1 million in one-time funding would be provided for the purpose of providing grants to libraries that may need additional assistance with the purchase of circuits or other augmentation, in order to join the CENIC network. CENIC has served the K-12, University of California, CSU and community college systems for many years with great success.


## **DISCUSSION**

SCPL is working on implementing the facilities master plan completed last year and a minimum of \$63 million has been identified in immediate needs and 10 year capital maintenance projects. Should a statewide library bond measure be enacted, SCPL will be well positioned to apply for the funding which will, no doubt, be a very competitive process. With the facilities plan completed and, by the time this passes, several projects being “shovel ready”, SCPL will be in a very competitive position. These awards will, most likely, include a local match which will be easily met by our successful ballot initiative.

SCPL will also benefit greatly from the CENIC funding. Since we already have high speed (broadband) access at all our branches due to our recent contract with AT&T, once that contract expires, we will be well positioned to take advantage of the extremely reasonable rates that CENIC will be able to offer and possibly greater bandwidth at the same cost we currently incur. CENIC also handles the e-rate process for its member libraries and this will result in additional savings for SCPL.

In my role as Library Director, I have written letters in support of both these issues and encourage the Board to do so as well. Each jurisdiction is also encouraged to write letters of support or to adopt resolutions in support. Assistance is available to prepare these upon request.

# STAFF REPORT

DATE: April 3, 2014  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Library Director   
RE: Self-check contract approval

**RECOMMENDATION:** Authorize Library Director to enter into an agreement with Bibliotheca for a systemwide self-check upgrade for the amounts listed in the attached quotes: \$173,002.27, \$40,709.61 and 27,709.50 totaling \$241,421.

## SUMMARY

Since the PO is over \$100,000, it requires LJPB approval. Funding is provided by the special allocation of \$160,000 approved in February 2014 and available operational funds. This is requested in order to provide the best possible opportunity to achieve 85-90% rates of self-checkout.

## BACKGROUND

The Library's self-check system is almost 5 years old and was jerry rigged from day one. The current software is outdated and cannot be upgraded without an investment in the underlying infrastructure.

The goal was to reach 90% self-check. This goal has not been reached in any location and the best has been 52.4% at Aptos with a system average of 49%.

At the February LJPB meeting, the Board approved an expenditure of \$160,000 for the upgrading of the self-check system. With additional operational funds available, the request is for approval of contracts in the amount of \$241,421.

The Vendor analyzed SCPL's system wide circulation and gave advice on best practices in the "self check industry". He recommended a distribution model of equipment whereby kiosks are used in the branches with the highest circulation. Best practices indicate that the kiosk is the most popular method of self-check and that mixing kiosks and desktop models is not the best way to achieve high levels of usage. The vendor also provided data showing that libraries using the kiosks to collect fines and fees, recover the additional cost of the kiosk over the desktop in the first year through increases in fines and fees collected, if the total volume of usage is high enough to warrant the kiosk.

Pictures are provided of both the kiosk and desktop models.

## DISCUSSION

One reason for not achieving 90% self-check is physical layout which will, hopefully, be addressed through the implementation of the facilities master plan and a combined service desk at the Downtown branch. Another is limitations inherent in the current self-check system. The new software and equipment will allow the payment of fees and fines using cash or credit cards as well as being easier to use with less barriers.

There are two other major advantages of the upgraded models- both kiosks and desktops. One is that the new machines can be centrally managed instead of a staff member having to visit each one separately to apply any updates or make repairs. The second is the reporting feature. Right now a staff member has to access each machine individually to get usage data. With the new equipment, each machine will self-report to the cloud and we will be able to access reports on all units from any PC.

Staff worked closely with the vendor, Bibliotheca to refine the design and placement of the self-check units to take best advantage of the existing operational funds and the additional \$160,000 allocated by the Board. The vendor visited branches and made recommendations to help reach the 90% mark with minimal impact on the current physical layout. Based on the vendor's extensive experience in the field, the recommendation is to use only kiosks in the higher circulating branches compared with the mixed environment we had originally designed.

The result was a reconfiguration of the original design and the original contract for \$173,002 in order to provide Aptos, Scotts Valley and Downtown with kiosks only, Felton/Boulder Creek/La Selva Beach/Garfield Park with existing desktops and Capitola/Branciforte/Live Oak with one kiosk each and a backup desktop using the current equipment. This would get kiosks into the most places possible. This is listed below as Option A.

An analysis of the LIT division budget after expenses related to the ILS migration have been solidified, indicates there is additional \$83,000 or a total of \$243,000 available. With this in mind, we decided to see what additional improvements to the self-check system could be achieved. These are presented below as Options B, C, D, E with A presented above.

**Option B: New desktops in smaller branches:** With this option Felton, Boulder Creek, Garfield Park and La Selva Beach would replace existing desktops with new desktops. The primary advantage to this option is that every branch would be getting some new self-check equipment. Total cost: \$200,712

**Option C: Eliminate existing desktops:** With this option Capitola, Branciforte and Live Oak would receive a new desktop to accompany their kiosk and all existing desktops would be eliminated. This achieves the greatest efficiency in administration as ALL machines would now be able to be centrally managed and reporting would be streamlined as well. Total cost: \$220,515

**Option D: Kiosks or Desktops but no Mixing at a location:** This option would replace the desktops at Capitola, Branciforte and Live Oak with a second kiosk. In addition to the efficiencies of Option B, a purely kiosk environment is purported to provide maximum utilization of self-check. Total cost: \$241,422

**Option E: All kiosks everywhere:** This option would replace desktops in all locations with kiosks including Garfield Park, Felton, Boulder Creek and La Selva Beach. The primary advantage of this option is consistency throughout the system which makes it easier for customers to move from branch to branch. Total cost: \$265,417

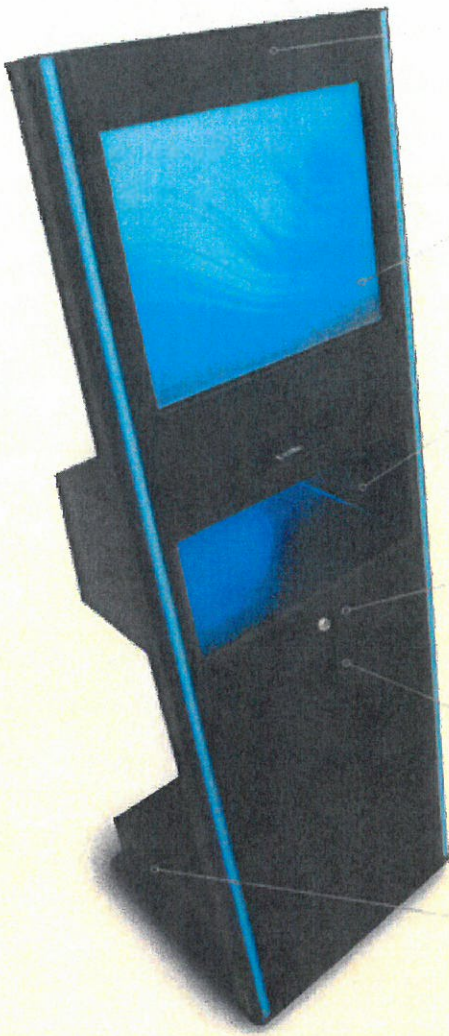


The possible configurations and total costs are thus:

BRANCH	Option A	Option B	Option C	Option D	Option E
Aptos	3 kiosks	3 kiosks	3 kiosks	3 kiosks	3 kiosks
Boulder Creek	1 existing desktop	1 new desktop	1 new desktop	1 new desktop	1 kiosk
Branciforte	1 kiosk, 1 existing desktop	1 kiosk, 1 existing desktop	1 kiosk, 1 new desktop	2 kiosks	2 kiosks
Capitola	1 kiosk, 1 existing desktop	1 kiosk, 1 existing desktop	1 kiosk, 1 new desktop	2 kiosks	2 kiosks
Downtown	4 Kiosks	4 Kiosks	4 Kiosks	4 Kiosks	4 Kiosks
Felton	1 existing desktop	1 new desktop	1 new desktop	1 new desktop	1 kiosk
Garfield Park	1 existing desktop	1 new desktop	1 new desktop	1 new desktop	1 kiosk
La Selva Beach	1 existing desktop	1 new desktop	1 new desktop	1 new desktop	1 kiosk
Live Oak	1 kiosk, 1 existing desktop	1 kiosk, 1 existing desktop	1 kiosk, 1 new desktop	2 kiosks	2 kiosks
Scotts Valley	3 Kiosks	3 Kiosks	3 Kiosks	3 Kiosks	3 Kiosks
TOTAL COST	\$173,002	\$200,712	\$220,515	\$241,422	\$265,417

The staff recommendation is to approve Option D whereby the larger branches only have kiosks and the four smaller branches have the new desktop models. This adheres to industry best practices, and achieves maximum efficiency in terms of administration and reporting. If it appears that the volume in the smaller branches warrants the cost of the kiosks, it will not be a major expenditure to upgrade them.

Attached are the contracts for all 5 options as LJPB approval of these documents is required to proceed.



Sound-enhanced user experience

Vivid 19" touch-screen

Reliable and accurate item detection

Secure and easy to maintain

Built-in printer

Easy to install and secure in-place

Kiosk

Desktop



Optional payment of fines and fees

Seamless integration with library ILS/LMS

Barcode only checkout option

Integrated receipt printer

EM and EM/RFID version available



## Customer Official System Quote

*Proprietary & Confidential*

To	From
Library Name: Santa Cruz Public Libraries	Name: Konrad Siefker
Contact Name: Lynne Sansevero	Email: k.siefker@bibliotheca.com
Address: 224 Church Street,	Telephone: 404-725-0347
City, State, ZIP: Santa Cruz, CA 95060-3873	
Country: United States of America	

### Quote Information

Quote Date: March 04, 2014  
 Quote Number: QUO-12670-F0X2, Rev: 9

Summary	
Quote Expiration:	Quote expires ninety (90) days from Quote Date above.
Quote Name:	13 SmartServe 400s with Cash & Credit
Quote Details:	

Item ID	Item Type	Category	Quantity	List Price	Sale Price	Sub Total
AAA000348-001-US	Comprise SmartPay System (Per Terminal)	Self-service	13	\$2,869.000	\$1,749.000	\$22,737.00
SCK000023-001-US	Custom Color for smartserve™ 400 - Standard	Self-service	4	\$995.000	\$400.000	\$1,600.00
SCK000030-000-US	Custom Color for smartserve™ 400 Payment - Standard	Self-service	4	\$495.000	\$110.000	\$440.00
SCK000147-000-US	Fines & Fees Configuration Fee for smartserve™ Units	Self-service	1	\$895.000	\$895.000	\$895.00
SVC000001-000-US	On-Site Installation and/or Training	Services	1	\$0.000	\$2,400.000	\$2,400.00
TAX000000-000-US	Estimated Sales Tax	Services	1	\$0.000	\$13,500.160	\$13,919.72
SHP000001-000-US	Shipping, Handling, and Administration	Services	1	\$0.000	\$1,500.000	\$1,500.00
SWR000004-000-US	smartadmin™ Software (Per Single Connected Device)	Software	13	\$325.000	\$175.000	\$2,275.00
SCK100401-001-US	smartserve™ 400 Coin & Bill Cash Payment	Self-service	13	\$2,995.000	\$2,295.000	\$29,835.00
SCK000029-001-US	smartserve™ 400 Payment Housing Unit	Self-service	13	\$1,195.000	\$897.350	\$11,665.55
SCK000004-200-US	smartserve™ 400 Self-Checkout Freestanding Kiosk (Hardware)	Self-service	13	\$9,995.000	\$9,995.000	\$129,935.00
	Discount for upgrading existing self-checks	Self-service	13		-\$3,400.00	(\$44,200.00)
<b>Grand Total:</b>						\$173,002.27

**Additional Details**

All prices including Service and Maintenance do not include any applicable sales tax. If tax exempt, please provide Tax Exempt Certificate.

**Standard Bibliotheca Terms and Conditions Apply**

Prices quoted above include a standard Bibliotheca one year warranty. Refer to Bibliotheca Sales and Maintenance Agreement for additional Terms and Conditions. However, any required SIP configuration or ILS renewal fees are not covered by the Bibliotheca warranty. Please note that there may be an additional charge for electrical work.

Shipping is estimated and calculated using today's rates to one receiving location, unless otherwise noted. Additional shipping charges may apply.

Annual Support and Maintenance costs following the standard Bibliotheca one year warranty period:

- 17% Software Licenses: Percentage of unit price
- 12% Bundled (Hardware with Software) Products: Percentage of unit price
- 8% Hardware Only Components: Percentage of unit price

Annual Support and Maintenance Charges automatically increase by 5% per year after the initial first year of paid Annual Support and Maintenance costs. Customer may qualify for savings of 3% for every year, up to five years, of pre-paid annual Support and Maintenance charges. Discount is based on the annual fee of the first year for which support and maintenance is charged (year 2) so that prepayment program also protects customer from yearly pricing escalations.

Manager Approval: \_\_\_\_\_

**Submit Purchase Order by fax to 877-207-3129 or by email to [orders-us@bibliotheca.com](mailto:orders-us@bibliotheca.com).**

**Accepted By:** \_\_\_\_\_

**Accepted Date:** \_\_\_\_\_

**Customer Purchase Order Number:** \_\_\_\_\_

## Customer Official System Quote

*Proprietary & Confidential*

To	From
Library Name: Santa Cruz Public Libraries	Name: Konrad Siefker
Contact Name: Lynne Sansevero	Email: k.siefker@bibliotheca.com
Address: 224 Church Street,	Telephone: 404-725-0347
City, State, ZIP: Santa Cruz, CA 95060-3873	
Country: United States of America	

### Quote Information

Quote Date: March 04, 2014  
 Quote Number: QUO-12670-FOX2, Rev: 9

Summary
Quote Expiration: Quote expires ninety (90) days from Quote Date above. Payment Terms:
Quote Name: 13 SmartServe 400s with Cash & Credit
Quote Details:

Item ID	Item Type	Category	Quantity	List Price	Sale Price	Sub Total
AAA000348-001-US	Comprise SmartPay System (Per Terminal)	Self-service	13	\$2,869.000	\$1,749.000	\$22,737.00
SCK000023-001-US	Custom Color for smartserve™ 400 - Standard	Self-service	4	\$995.000	\$400.000	\$1,600.00
SCK000030-000-US	Custom Color for smartserve™ 400 Payment - Standard	Self-service	4	\$495.000	\$110.000	\$440.00
SCK000147-000-US	Fines & Fees Configuration Fee for smartserve™ Units	Self-service	1	\$895.000	\$895.000	\$895.00
SVC000001-000-US	On-Site Installation and/or Training	Services	1	\$0.000	\$2,400.000	\$2,400.00
TAX000000-000-US	Estimated Sales Tax	Services	1	\$0.000	\$13,500.160	\$13,919.72
SHP000001-000-US	Shipping, Handling, and Administration	Services	1	\$0.000	\$1,500.000	\$1,500.00
SWR000004-000-US	smartadmin™ Software (Per Single Connected Device)	Software	13	\$325.000	\$175.000	\$2,275.00
SCK100401-001-US	smartserve™ 400 Coin & Bill Cash Payment	Self-service	13	\$2,995.000	\$2,295.000	\$29,835.00
SCK000029-001-US	smartserve™ 400 Payment Housing Unit	Self-service	13	\$1,195.000	\$897.350	\$11,665.55
SCK000004-200-US	smartserve™ 400 Self-Checkout Freestanding Kiosk (Hardware)	Self-service	13	\$9,995.000	\$9,995.000	\$129,935.00
	Discount for upgrading existing self-checks	Self-service	13		-\$3,400.00	(\$44,200.00)
<b>Grand Total:</b>						\$173,002.27



Option B

**Additional Details**

All prices including Service and Maintenance do not include any applicable sales tax. If tax exempt, please provide Tax Exempt Certificate.

**Standard Bibliotheca Terms and Conditions Apply**

Prices quoted above include a standard Bibliotheca one year warranty. Refer to Bibliotheca Sales and Maintenance Agreement for additional Terms and Conditions. However, any required SIP configuration or ILS renewal fees are not covered by the Bibliotheca warranty. Please note that there may be an additional charge for electrical work.

Shipping is estimated and calculated using today's rates to one receiving location, unless otherwise noted. Additional shipping charges may apply.

Annual Support and Maintenance costs following the standard Bibliotheca one year warranty period:

- 17% Software Licenses: Percentage of unit price
- 12% Bundled (Hardware with Software) Products: Percentage of unit price
- 8% Hardware Only Components: Percentage of unit price

Annual Support and Maintenance Charges automatically increase by 5% per year after the initial first year of paid Annual Support and Maintenance costs. Customer may qualify for savings of 3% for every year, up to five years, of pre-paid annual Support and Maintenance charges. Discount is based on the annual fee of the first year for which support and maintenance is charged (year 2) so that prepayment program also protects customer from yearly pricing escalations.

Manager Approval: \_\_\_\_\_

**Submit Purchase Order by fax to 877-207-3129 or by email to [orders-us@bibliotheca.com](mailto:orders-us@bibliotheca.com).**

**Accepted By:** \_\_\_\_\_

**Accepted Date:** \_\_\_\_\_

**Customer Purchase Order Number:** \_\_\_\_\_

# Customer Official System Quote

*Proprietary & Confidential*

To	From
Library Name: Santa Cruz Public Libraries	Name: Konrad Siefker
Contact Name: Lynne Sansevero	Email: k.siefker@bibliotheca.com
Address: 224 Church Street,	Telephone:
City, State, ZIP: Santa Cruz, CA 95060-3873	<b>Quote Information</b>
Country: United States of America	Quote Date: March 31, 2014
	Quote Number: QUO-14379-Y3N8, Rev: 2

Summary	
Quote Expiration: Quote expires ninety (90) days from Quote Date above.	Payment Terms:
Quote Name: 4 SmartServe 200s	
Quote Details:	

Item ID	Item Type	Category	Quantity	List Price	Sale Price	Sub Total
SVC000001-000-US	On-Site Installation and/or Training	Services	1	\$1,500.000	\$2,000.000	\$2,000.00
TAX000000-000-US	Sales Tax	Services	1	\$0.000	\$2,229.500	\$2,229.50
SHP000001-000-US	Shipping, Handling, and Administration	Services	1	\$0.000	\$800.000	\$800.00
SWR000004-000-US	smartadmin™ Software (Per Single Connected Device)	Software	4	\$325.000	\$175.000	\$700.00
SCK100218-B00-US	smartserve™ 200 RFID Countertop Self-Checkout in Black (Bundled)	Self-service	4	\$9,190.000	\$5,495.000	\$21,980.00
<b>Grand Total (Less Sales Tax):</b>						\$27,709.50

## Additional Details

All prices including Service and Maintenance do not include any applicable sales tax. If tax exempt, please provide Tax Exempt Certificate.

**Standard Bibliotheca Terms and Conditions Apply**

Prices quoted above include a standard Bibliotheca one year warranty. Refer to Bibliotheca Sales and Maintenance Agreement for additional Terms and Conditions. However, any required SIP configuration or ILS renewal fees are not covered by the Bibliotheca warranty. Please note that there may be an additional charge for electrical work.

Shipping is estimated and calculated using today's rates to one receiving location, unless otherwise noted. Additional shipping charges may apply.

Annual Support and Maintenance costs following the standard Bibliotheca one year warranty period:

- 17% Software Licenses: Percentage of unit price
- 12% Bundled (Hardware with Software) Products: Percentage of unit price
- 8% Hardware Only Components: Percentage of unit price

Annual Support and Maintenance Charges automatically increase by 5% per year after the initial first year of paid Annual Support and Maintenance costs. Customer may qualify for savings of 3% for every year, up to five years, of pre-paid annual Support and Maintenance charges. Discount is based on the annual fee of the first year for which support and maintenance is charged (year 2) so that prepayment program also protects customer from yearly pricing escalations.

Manager Approval: \_\_\_\_\_

**Customer Official System Quote**

Bibliotheca, 3169 Holcomb Bridge Road, NW, Suite 200, Norcross, GA 30071, USA

Option B

bibliotheca

Toll free: 1-877-207-3127 \* Fax: 1-877-207-3129 \* [www.bibliotheca.com](http://www.bibliotheca.com)

Submit Purchase Order by fax to 877-207-3129 or by email to [orders-us@bibliotheca.com](mailto:orders-us@bibliotheca.com).

Accepted By: \_\_\_\_\_

Accepted Date: \_\_\_\_\_

Customer Purchase Order Number: \_\_\_\_\_

**Customer Official System Quote**

Bibliotheca, 3169 Holcomb Bridge Road, NW, Suite 200, Norcross, GA 30071, USA



# Customer Official System Quote

*Proprietary & Confidential*

To	From
Library Name: Santa Cruz Public Libraries	Name: Konrad Siefker
Contact Name: Lynne Sansevero	Email: k.siefker@bibliotheca.com
Address: 224 Church Street,	Telephone: 404-725-0347
City, State, ZIP: Santa Cruz, CA 95060-3873	
Country: United States of America	

Quote Information	
Quote Date:	March 04, 2014
Quote Number:	QUO-12670-F0X2, Rev: 9

Summary	
Quote Expiration:	Quote expires ninety (90) days from Quote Date above.
Quote Name:	13 SmartServe 400s with Cash & Credit
Quote Details:	

Item ID	Item Type	Category	Quantity	List Price	Sale Price	Sub Total
AAA000348-001-US	Comprise SmartPay System (Per Terminal)	Self-service	13	\$2,869.000	\$1,749.000	\$22,737.00
SCK000023-001-US	Custom Color for smartserve™ 400 - Standard	Self-service	4	\$995.000	\$400.000	\$1,600.00
SCK000030-000-US	Custom Color for smartserve™ 400 Payment - Standard	Self-service	4	\$495.000	\$110.000	\$440.00
SCK000147-000-US	Fines & Fees Configuration Fee for smartserve™ Units	Self-service	1	\$895.000	\$895.000	\$895.00
SVC000001-000-US	On-Site Installation and/or Training	Services	1	\$0.000	\$2,400.000	\$2,400.00
TAX000000-000-US	Estimated Sales Tax	Services	1	\$0.000	\$13,500.160	\$13,919.72
SHP000001-000-US	Shipping, Handling, and Administration	Services	1	\$0.000	\$1,500.000	\$1,500.00
SWR000004-000-US	smartadmin™ Software (Per Single Connected Device)	Software	13	\$325.000	\$175.000	\$2,275.00
SCK100401-001-US	smartserve™ 400 Coin & Bill Cash Payment	Self-service	13	\$2,995.000	\$2,295.000	\$29,835.00
SCK000029-001-US	smartserve™ 400 Payment Housing Unit	Self-service	13	\$1,195.000	\$897.350	\$11,665.55
SCK000004-200-US	smartserve™ 400 Self-Checkout Freestanding Kiosk (Hardware)	Self-service	13	\$9,995.000	\$9,995.000	\$129,935.00
	Discount for upgrading existing self-checks	Self-service	13		-\$3,400.00	(\$44,200.00)
<b>Grand Total:</b>						\$173,002.27

Option C

**Additional Details**

All prices including Service and Maintenance do not include any applicable sales tax. If tax exempt, please provide Tax Exempt Certificate.

**Standard Bibliotheca Terms and Conditions Apply**

Prices quoted above include a standard Bibliotheca one year warranty. Refer to Bibliotheca Sales and Maintenance Agreement for additional Terms and Conditions. However, any required SIP configuration or ILS renewal fees are not covered by the Bibliotheca warranty. Please note that there may be an additional charge for electrical work.

Shipping is estimated and calculated using today's rates to one receiving location, unless otherwise noted. Additional shipping charges may apply.

Annual Support and Maintenance costs following the standard Bibliotheca one year warranty period:

- 17% Software Licenses: Percentage of unit price
- 12% Bundled (Hardware with Software) Products: Percentage of unit price
- 8% Hardware Only Components: Percentage of unit price

Annual Support and Maintenance Charges automatically increase by 5% per year after the initial first year of paid Annual Support and Maintenance costs. Customer may qualify for savings of 3% for every year, up to five years, of pre-paid annual Support and Maintenance charges. Discount is based on the annual fee of the first year for which support and maintenance is charged (year 2) so that prepayment program also protects customer from yearly pricing escalations.

Manager Approval: \_\_\_\_\_

**Submit Purchase Order by fax to 877-207-3129 or by email to [orders-us@bibliotheca.com](mailto:orders-us@bibliotheca.com) .**

**Accepted By:** \_\_\_\_\_

**Accepted Date:** \_\_\_\_\_

**Customer Purchase Order Number:** \_\_\_\_\_



# Customer Official System Quote

*Proprietary & Confidential*

To		From	
Library Name:	Santa Cruz Public Libraries	Name:	Konrad Siefker
Contact Name:	Lynne Sansevero	Email:	k.siefker@bibliotheca.com
Address:	224 Church Street,	Telephone:	
City, State, ZIP:	Santa Cruz, CA 95060-3873	<b>Quote Information</b>	
Country:	United States of America	Quote Date:	March 31, 2014
		Quote Number:	QUO-14379-Y3N8, Rev: 1

Summary			
Quote Expiration:	Quote expires ninety (90) days from Quote Date above.	Payment Terms:	
Quote Name:	7 SmartServe 200s		
Quote Details:			

Item ID	Item Type	Category	Quantity	List Price	Sale Price	Sub Total
SVC000001-000-US	On-Site Installation and/or Training	Services	1	\$1,500.000	\$2,500.000	\$2,500.00
TAX000000-000-US	Sales Tax	Services	1	\$0.000	\$3,822.880	\$3,822.88
SHP000001-000-US	Shipping, Handling, and Administration	Services	1	\$0.000	\$1,500.000	\$1,500.00
SWR000004-000-US	smartadmin™ Software (Per Single Connected Device)	Software	7	\$325.000	\$175.000	\$1,225.00
SCK100218-B00-US	smartserve™ 200 RFID Countertop Self-Checkout in Black (Bundled)	Self-service	7	\$9,190.000	\$5,495.000	\$38,465.00
<b>Grand Total (Less Sales Tax):</b>						\$47,512.88

## Additional Details

All prices including Service and Maintenance do not include any applicable sales tax. If tax exempt, please provide Tax Exempt Certificate.

**Standard Bibliotheca Terms and Conditions Apply**

Prices quoted above include a standard Bibliotheca one year warranty. Refer to Bibliotheca Sales and Maintenance Agreement for additional Terms and Conditions. However, any required SIP configuration or ILS renewal fees are not covered by the Bibliotheca warranty. Please note that there may be an additional charge for electrical work.

Shipping is estimated and calculated using today's rates to one receiving location, unless otherwise noted. Additional shipping charges may apply.

Annual Support and Maintenance costs following the standard Bibliotheca one year warranty period:

- 17% Software Licenses: Percentage of unit price
- 12% Bundled (Hardware with Software) Products: Percentage of unit price
- 8% Hardware Only Components: Percentage of unit price

Annual Support and Maintenance Charges automatically increase by 5% per year after the initial first year of paid Annual Support and Maintenance costs. Customer may qualify for savings of 3% for every year, up to five years, of pre-paid annual Support and Maintenance charges. Discount is based on the annual fee of the first year for which support and maintenance is charged (year 2) so that prepayment program also protects customer from yearly pricing escalations.

Manager Approval: \_\_\_\_\_

Option C

bibliotheca

Toll free: 1-877-207-3127 \* Fax: 1-877-207-3129 \* [www.bibliotheca.com](http://www.bibliotheca.com)

Submit Purchase Order by fax to 877-207-3129 or by email to [orders-us@bibliotheca.com](mailto:orders-us@bibliotheca.com).

Accepted By: \_\_\_\_\_

Accepted Date: \_\_\_\_\_

Customer Purchase Order Number: \_\_\_\_\_

**Customer Official System Quote**

Bibliotheca, 3169 Holcomb Bridge Road, NW, Suite 200, Norcross, GA 30071, USA

# Customer Official System Quote

*Proprietary & Confidential*

To	From
Library Name: Santa Cruz Public Libraries	Name: Konrad Siefker
Contact Name: Lynne Sansevero	Email: k.siefker@bibliotheca.com
Address: 224 Church Street,	Telephone: 404-725-0347
City, State, ZIP: Santa Cruz, CA 95060-3873	
Country: United States of America	

Quote Information	
Quote Date:	March 04, 2014
Quote Number:	QUO-12670-F0X2, Rev: 9

Summary	
Quote Expiration:	Quote expires ninety (90) days from Quote Date above.
Quote Name:	13 SmartServe 400s with Cash & Credit
Quote Details:	

Item ID	Item Type	Category	Quantity	List Price	Sale Price	Sub Total
AAA000348-001-US	Comprise SmartPay System (Per Terminal)	Self-service	13	\$2,869.000	\$1,749.000	\$22,737.00
SCK000023-001-US	Custom Color for smartserve™ 400 - Standard	Self-service	4	\$995.000	\$400.000	\$1,600.00
SCK000030-000-US	Custom Color for smartserve™ 400 Payment - Standard	Self-service	4	\$495.000	\$110.000	\$440.00
SCK000147-000-US	Fines & Fees Configuration Fee for smartserve™ Units	Self-service	1	\$895.000	\$895.000	\$895.00
SVC000001-000-US	On-Site Installation and/or Training	Services	1	\$0.000	\$2,400.000	\$2,400.00
TAX000000-000-US	Estimated Sales Tax	Services	1	\$0.000	\$13,500.160	\$13,919.72
SHP000001-000-US	Shipping, Handling, and Administration	Services	1	\$0.000	\$1,500.000	\$1,500.00
SWR000004-000-US	smartadmin™ Software (Per Single Connected Device)	Software	13	\$325.000	\$175.000	\$2,275.00
SCK100401-001-US	smartserve™ 400 Coin & Bill Cash Payment	Self-service	13	\$2,995.000	\$2,295.000	\$29,835.00
SCK000029-001-US	smartserve™ 400 Payment Housing Unit	Self-service	13	\$1,195.000	\$897.350	\$11,665.55
SCK000004-200-US	smartserve™ 400 Self-Checkout Freestanding Kiosk (Hardware)	Self-service	13	\$9,995.000	\$9,995.000	\$129,935.00
	Discount for upgrading existing self-checks	Self-service	13		-\$3,400.00	(\$44,200.00)
<b>Grand Total:</b>						\$173,002.27



Option D

**Additional Details**

All prices including Service and Maintenance do not include any applicable sales tax. If tax exempt, please provide Tax Exempt Certificate.

**Standard Bibliotheca Terms and Conditions Apply**

Prices quoted above include a standard Bibliotheca one year warranty. Refer to Bibliotheca Sales and Maintenance Agreement for additional Terms and Conditions. However, any required SIP configuration or ILS renewal fees are not covered by the Bibliotheca warranty. Please note that there may be an additional charge for electrical work.

Shipping is estimated and calculated using today's rates to one receiving location, unless otherwise noted. Additional shipping charges may apply.

Annual Support and Maintenance costs following the standard Bibliotheca one year warranty period:

- 17% Software Licenses: Percentage of unit price
- 12% Bundled (Hardware with Software) Products: Percentage of unit price
- 8% Hardware Only Components: Percentage of unit price

Annual Support and Maintenance Charges automatically increase by 5% per year after the initial first year of paid Annual Support and Maintenance costs. Customer may qualify for savings of 3% for every year, up to five years, of pre-paid annual Support and Maintenance charges. Discount is based on the annual fee of the first year for which support and maintenance is charged (year 2) so that prepayment program also protects customer from yearly pricing escalations.

Manager Approval: \_\_\_\_\_

**Submit Purchase Order by fax to 877-207-3129 or by email to [orders-us@bibliotheca.com](mailto:orders-us@bibliotheca.com).**

**Accepted By:** \_\_\_\_\_

**Accepted Date:** \_\_\_\_\_

**Customer Purchase Order Number:** \_\_\_\_\_

## Customer Official System Quote

*Proprietary & Confidential*

To	From
Library Name: Santa Cruz Public Libraries	Name: Konrad Siefker
Contact Name: Lynne Sansevero	Email: k.siefker@bibliotheca.com
Address: 224 Church Street,	Telephone:
City, State, ZIP: Santa Cruz, CA 95060-3873	<b>Quote Information</b>
Country: United States of America	Quote Date: April 02, 2014
	Quote Number: QUO-14421-H8P4, Rev: 2

Summary	
Quote Expiration: Quote expires ninety (90) days from Quote Date above.	Payment Terms:
Quote Name: 3 SmartServe 400 Kiosks	
Quote Details:	

Item ID	Item Type	Category	Quantity	List Price	Sale Price	Sub Total
AAA000348-001-US	Comprise SmartPay System (Per Terminal)	Self-service	3	\$2,869.000	\$1,749.000	\$5,247.00
SVC000001-000-US	On-Site Installation and/or Training	Services	1	\$1,500.000	\$1,500.000	\$1,500.00
TAX000000-000-US	Sales Tax	Services	1	\$0.000	\$3,275.560	\$3,275.56
SHP000001-000-US	Shipping, Handling, and Administration	Services	1	\$0.000	\$800.000	\$800.00
SWR000004-000-US	smartadmin™ Software (Per Single Connected Device)	Software	3	\$325.000	\$175.000	\$525.00
SCK100401-001-US	smartserve™ 400 Coin & Bill Cash Payment	Self-service	3	\$2,995.000	\$2,295.000	\$6,885.00
SCK000029-001-US	smartserve™ 400 Payment Housing Unit	Self-service	3	\$1,195.000	\$897.350	\$2,692.05
SCK000004-200-US	smartserve™ 400 Self-Checkout Freestanding Kiosk (Hardware)	Self-service	3	\$9,995.000	\$6,595.000	\$19,785.00
<b>Grand Total (Less Sales Tax):</b>						\$40,709.61

### Additional Details

All prices including Service and Maintenance do not include any applicable sales tax. If tax exempt, please provide Tax Exempt Certificate.

**Standard Bibliotheca Terms and Conditions Apply**

Prices quoted above include a standard Bibliotheca one year warranty. Refer to Bibliotheca Sales and Maintenance Agreement for additional Terms and Conditions. However, any required SIP configuration or ILS renewal fees are not covered by the Bibliotheca warranty. Please note that there may be an additional charge for electrical work.

Shipping is estimated and calculated using today's rates to one receiving location, unless otherwise noted. Additional shipping charges may apply.

Annual Support and Maintenance costs following the standard Bibliotheca one year warranty period:

- 17% Software Licenses: Percentage of unit price
- 12% Bundled (Hardware with Software) Products: Percentage of unit price
- 8% Hardware Only Components: Percentage of unit price

Annual Support and Maintenance Charges automatically increase by 5% per year after the initial first year of paid Annual Support and Maintenance costs. Customer may qualify for savings of 3% for every year, up to five years, of pre-paid annual Support and Maintenance charges. Discount is based on the annual fee of the first year for which

Option D

Toll free: 1-877-207-3127 \* Fax: 1-877-207-3129 \* [www.bibliotheca.com](http://www.bibliotheca.com)

support and maintenance is charged (year 2) so that prepayment program also protects customer from yearly pricing escalations.

Manager Approval: \_\_\_\_\_

Submit Purchase Order by fax to 877-207-3129 or by email to [orders-us@bibliotheca.com](mailto:orders-us@bibliotheca.com).

Accepted By: \_\_\_\_\_

Accepted Date: \_\_\_\_\_

Customer Purchase Order Number: \_\_\_\_\_

**Customer Official System Quote**

Bibliotheca, 3169 Holcomb Bridge Road, NW, Suite 200, Norcross, GA 30071, USA



Option D

# Customer Official System Quote

*Proprietary & Confidential*

To	From
Library Name: Santa Cruz Public Libraries	Name: Konrad Siefker
Contact Name: Lynne Sansevero	Email: k.siefker@bibliotheca.com
Address: 224 Church Street,	Telephone:
City, State, ZIP: Santa Cruz, CA 95060-3873	<b>Quote Information</b>
Country: United States of America	Quote Date: March 31, 2014
	Quote Number: QUO-14379-Y3N8, Rev: 2

Summary	
Quote Expiration: Quote expires ninety (90) days from Quote Date above.	Payment Terms:
Quote Name: 4 SmartServe 200s	
Quote Details:	

Item ID	Item Type	Category	Quantity	List Price	Sale Price	Sub Total
SVC000001-000-US	On-Site Installation and/or Training	Services	1	\$1,500.000	\$2,000.000	\$2,000.00
TAX000000-000-US	Sales Tax	Services	1	\$0.000	\$2,229.500	\$2,229.50
SHP000001-000-US	Shipping, Handling, and Administration	Services	1	\$0.000	\$800.000	\$800.00
SWR000004-000-US	smartadmin™ Software (Per Single Connected Device)	Software	4	\$325.000	\$175.000	\$700.00
SCK100218-B00-US	smartserve™ 200 RFID Countertop Self-Checkout in Black (Bundled)	Self-service	4	\$9,190.000	\$5,495.000	\$21,980.00
<b>Grand Total (Less Sales Tax):</b>						\$27,709.50

## Additional Details

All prices including Service and Maintenance do not include any applicable sales tax. If tax exempt, please provide Tax Exempt Certificate.

### Standard Bibliotheca Terms and Conditions Apply

Prices quoted above include a standard Bibliotheca one year warranty. Refer to Bibliotheca Sales and Maintenance Agreement for additional Terms and Conditions. However, any required SIP configuration or ILS renewal fees are not covered by the Bibliotheca warranty. Please note that there may be an additional charge for electrical work.

Shipping is estimated and calculated using today's rates to one receiving location, unless otherwise noted. Additional shipping charges may apply.

Annual Support and Maintenance costs following the standard Bibliotheca one year warranty period:

- 17% Software Licenses: Percentage of unit price
- 12% Bundled (Hardware with Software) Products: Percentage of unit price
- 8% Hardware Only Components: Percentage of unit price

Annual Support and Maintenance Charges automatically increase by 5% per year after the initial first year of paid Annual Support and Maintenance costs. Customer may qualify for savings of 3% for every year, up to five years, of pre-paid annual Support and Maintenance charges. Discount is based on the annual fee of the first year for which support and maintenance is charged (year 2) so that prepayment program also protects customer from yearly pricing escalations.

Manager Approval: \_\_\_\_\_

Option D

Submit Purchase Order by fax to 877-207-3129 or by email to [orders-us@bibliotheca.com](mailto:orders-us@bibliotheca.com).

Accepted By: \_\_\_\_\_

Accepted Date: \_\_\_\_\_

Customer Purchase Order Number: \_\_\_\_\_

**Customer Official System Quote**

Bibliotheca, 3169 Holcomb Bridge Road, NW, Suite 200, Norcross, GA 30071, USA



## Customer Official System Quote

*Proprietary & Confidential*

To	From
Library Name: Santa Cruz Public Libraries	Name: Konrad Siefker
Contact Name: Lynne Sansevero	Email: k.siefker@bibliotheca.com
Address: 224 Church Street,	Telephone: 404-725-0347
City, State, ZIP: Santa Cruz, CA 95060-3873	
Country: United States of America	

### Quote Information

Quote Date: March 04, 2014  
 Quote Number: QUO-12670-FOX2, Rev: 9

Summary
Quote Expiration: Quote expires ninety (90) days from Quote Date above. Payment Terms:
Quote Name: 13 SmartServe 400s with Cash & Credit
Quote Details:

Item ID	Item Type	Category	Quantity	List Price	Sale Price	Sub Total
AAA000348-001-US	Comprise SmartPay System (Per Terminal)	Self-service	13	\$2,869.000	\$1,749.000	\$22,737.00
SCK000023-001-US	Custom Color for smartserve™ 400 - Standard	Self-service	4	\$995.000	\$400.000	\$1,600.00
SCK000030-000-US	Custom Color for smartserve™ 400 Payment - Standard	Self-service	4	\$495.000	\$110.000	\$440.00
SCK000147-000-US	Fines & Fees Configuration Fee for smartserve™ Units	Self-service	1	\$895.000	\$895.000	\$895.00
SVC000001-000-US	On-Site Installation and/or Training	Services	1	\$0.000	\$2,400.000	\$2,400.00
TAX000000-000-US	Estimated Sales Tax	Services	1	\$0.000	\$13,500.160	\$13,919.72
SHP000001-000-US	Shipping, Handling, and Administration	Services	1	\$0.000	\$1,500.000	\$1,500.00
SWR000004-000-US	smartadmin™ Software (Per Single Connected Device)	Software	13	\$325.000	\$175.000	\$2,275.00
SCK100401-001-US	smartserve™ 400 Coin & Bill Cash Payment	Self-service	13	\$2,995.000	\$2,295.000	\$29,835.00
SCK000029-001-US	smartserve™ 400 Payment Housing Unit	Self-service	13	\$1,195.000	\$897.350	\$11,665.55
SCK000004-200-US	smartserve™ 400 Self-Checkout Freestanding Kiosk (Hardware)	Self-service	13	\$9,995.000	\$9,995.000	\$129,935.00
	Discount for upgrading existing self-checks	Self-service	13		-\$3,400.00	(\$44,200.00)
<b>Grand Total:</b>						\$173,002.27

## Additional Details

All prices including Service and Maintenance do not include any applicable sales tax. If tax exempt, please provide Tax Exempt Certificate.

### Standard Bibliotheca Terms and Conditions Apply

Prices quoted above include a standard Bibliotheca one year warranty. Refer to Bibliotheca Sales and Maintenance Agreement for additional Terms and Conditions. However, any required SIP configuration or ILS renewal fees are not covered by the Bibliotheca warranty. Please note that there may be an additional charge for electrical work.

Shipping is estimated and calculated using today's rates to one receiving location, unless otherwise noted. Additional shipping charges may apply.

Annual Support and Maintenance costs following the standard Bibliotheca one year warranty period:

- 17% Software Licenses: Percentage of unit price
- 12% Bundled (Hardware with Software) Products: Percentage of unit price
- 8% Hardware Only Components: Percentage of unit price

Annual Support and Maintenance Charges automatically increase by 5% per year after the initial first year of paid Annual Support and Maintenance costs. Customer may qualify for savings of 3% for every year, up to five years, of pre-paid annual Support and Maintenance charges. Discount is based on the annual fee of the first year for which support and maintenance is charged (year 2) so that prepayment program also protects customer from yearly pricing escalations.

Manager Approval: \_\_\_\_\_

**Submit Purchase Order by fax to 877-207-3129 or by email to [orders-us@bibliotheca.com](mailto:orders-us@bibliotheca.com).**

Accepted By: \_\_\_\_\_

Accepted Date: \_\_\_\_\_

Customer Purchase Order Number: \_\_\_\_\_

## Customer Official System Quote

*Proprietary & Confidential*

To	From
Library Name: Santa Cruz Public Libraries	Name: Konrad Siefker
Contact Name: Lynne Sansevero	Email: k.siefker@bibliotheca.com
Address: 224 Church Street,	Telephone:
City, State, ZIP: Santa Cruz, CA 95060-3873	
Country: United States of America	

Quote Information	
Quote Date:	April 02, 2014
Quote Number:	QUO-14421-H8P4, Rev: 2

Summary	
Quote Expiration:	Quote expires ninety (90) days from Quote Date above.
Quote Name:	4 SmartServe 400 Kiosks
Quote Details:	

Item ID	Item Type	Category	Quantity	List Price	Sale Price	Sub Total
AAA000348-001-US	Comprise SmartPay System (Per Terminal)	Self-service	7	\$2,869.000	\$1,749.000	\$12,243.00
SVC000001-000-US	On-Site Installation and/or Training	Services	1	\$1,500.000	\$1,500.000	\$1,800.00
TAX000000-000-US	Sales Tax	Services	1	\$0.000	\$7,435.700	\$7,435.70
SHP000001-000-US	Shipping, Handling, and Administration	Services	1	\$0.000	\$800.000	\$1,200.00
SWR000004-000-US	smartadmin™ Software (Per Single Connected Device)	Software	7	\$325.000	\$175.000	\$1,225.00
SCK100401-001-US	smartserve™ 400 Coin & Bill Cash Payment	Self-service	7	\$2,995.000	\$2,295.000	\$16,065.00
SCK000029-001-US	smartserve™ 400 Payment Housing Unit	Self-service	7	\$1,195.000	\$897.350	\$6,281.45
SCK000004-200-US	smartserve™ 400 Self-Checkout Freestanding Kiosk (Hardware)	Self-service	7	\$9,995.000	\$6,595.000	\$46,165.00
<b>Grand Total :</b>						<b>\$92,415.15</b>

### Additional Details



Toll free: 1-877-207-3127 \* Fax: 1-877-207-3129 \* www.bibliotheca.com

All prices including Service and Maintenance do not include any applicable sales tax. If tax exempt, please provide Tax Exempt Certificate.

**Standard Bibliotheca Terms and Conditions Apply**

Prices quoted above include a standard Bibliotheca one year warranty. Refer to Bibliotheca Sales and Maintenance Agreement for additional Terms and Conditions. However, any required SIP configuration or ILS renewal fees are not covered by the Bibliotheca warranty. Please note that there may be an additional charge for electrical work.

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Manager Approval: \_\_\_\_\_


**Submit Purchase Order by fax to 877-207-3129 or by email to [orders-us@bibliotheca.com](mailto:orders-us@bibliotheca.com) .**

**Accepted By:** \_\_\_\_\_

**Accepted Date:** \_\_\_\_\_

**Customer Purchase Order Number:** \_\_\_\_\_

# STAFF REPORT

DATE: April 2, 2014  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Library Director   
RE: Update on JPA, LFA and ballot initiative issues

**RECOMMENDATION:** Provide direction to Library Director and input for consideration by the Cities and County Administrators Committee.

## SUMMARY

Three areas are addressed in the report:

- Possible changes to the current JPA agreement in order to extend the current agreement for at least 35 years
- Possible changes to the LFA agreement
- Issues related to a possible ballot initiative

## BACKGROUND

The CCAC has been meeting since October 2013. Monthly updates on the progress of this committee have been provided to the LJPB. At the March LJPB meeting, a request was made to provide more detail on the issues being discussed. The following discussion satisfies that request. It identifies areas that are still under discussion as well as those where consensus has been reached and recommendations are ready to be made.

## DISCUSSION

### ***REVISED JPA AGREEMENT***

While the entire JPA agreement is under review the following sections are the ones with the most effect on current operations and where there is still discussion occurring.

#### **Powers and Duties**

This section includes the powers included in the current agreement with a couple of significant additions. The first is the *Powers of Authority* with the following three new items:

- “With the approval of each party, to establish a Mello-Roos Community Facilities District pursuant to the Mello-Roos Community Facilities Act of 1982.
- To levy and collect, consistent with the terms of this Agreement, special assessments and to issue revenue bonds as may be statutorily authorized, when so authorized by of the parties to this JPA
- To levy and collect, consistent with the terms of this Agreement, special capital assessments as may be statutorily authorized.

The second is the Assessments and Bonds section which will now require the governing body of each jurisdiction to approve assessments and bonds.

- The Governing Board shall have no power to impose assessments within any Party’s jurisdiction unless the Party’s governing body first passes a resolution consenting to the assessment.
- Same as above but referring to the issuance of bonds.

### **Term**

To date, the only recommended change to this section is to enter into a 35 year agreement as the current agreement expires in 2017. This is in order to have an agreement that will exceed the length of any debt that is issued against a 30 year parcel tax.

Two other sections are still being discussed and need some fine tuning.

- Early withdrawal- Changes current language from five (5) years to three (3) years notice when there are three (3) years remaining on the term. Withdrawal by Santa Cruz shall terminate the agreement (follows current language).
- Effect of termination/withdrawal- Each jurisdiction maintains liability for its proportionate share of any outstanding debt service for system wide costs which exist at the time of termination. (No change in language from current)

### **Governing Board**

The recommended changes to this section were discussed at the March LJPB meeting. The composition of the board will be changed to include the County Administrative Officer and the City Managers from Cities of Santa Cruz, Scotts Valley and Watsonville. The existing Board will no longer exist. There will be a Library Commission composed of citizens. This is discussed in a separate section. Some of the key aspects of the operating procedures of the new Board include:

- Actions are effective upon approval of a majority of members.
- The Chair and Vice-Chair will be elected in January of each year
- The Board meets quarterly, or more frequently as determined by the Board
- A quorum is a majority of members
- The Board is Brown Act compliant

## **Library Commission**

As mentioned above, there will a Library Commission which is an Advisory Board to the Governing Board. This provision has not been thoroughly discussed as of yet so there are some areas where recommendations are still forthcoming.

Members will be selected by the jurisdictional governing bodies: 5 from the County, 3 from the City of Santa Cruz, 1 each from the Cities of Capitola and Scotts Valley; representing the geographic diversity of the County and the City of Santa Cruz. The Commission will be composed of citizen electors only.

There is also a feeling that the Commission should include representation by the diverse stakeholders of the Library system- technology, business, education, ethnicity, etc. However, while there is a shared interest in ensuring balance on the Commission, the actual process for dealing with a board that is not widely representative of key stakeholder groups has not been determined yet. One possibility is to have ex-officio members appointed by the governing board for a limited time. Or, working groups could be created to address specific issues that are raised with appointment to this working group taking into consideration the appropriate voices that need to be represented.

Terms will be 4 years and when first established, lots will be drawn for 2 year terms so that there are staggering terms.

The frequency of meeting has not been defined and it may be that detail will be in the Library Commission by-laws rather than in the JPA agreement itself.

The Library Commission will be Brown Act compliant.

## **Employees**

Major changes are being discussed. Any decision on how to proceed will need to take into consideration the concerns of employees and of the labor unions; primarily regarding the preservation of current benefit levels and union contracts. Both the quality and functionality of services will also need to be of primary consideration if changes to how current services are provided is changed.

Under the new JPA agreement the Board will be responsible for day to day supervision of the Director of Libraries. Responsibilities (powers and duties) remain basically unchanged except that the Director of Libraries is no longer a City of Santa Cruz Department Head and reports to the Board rather than the City of Santa Cruz City Manager.

For all library staff two arrangements have been discussed:

1. Library employees would continue to be City of Santa Cruz employees which is the current arrangement.



2. Library employees would become employees of the JPA. All agree that, under this scenario, staff must be kept whole and suffer no negative consequences of any change. To this end, the Library Director was directed to work with staff from the City of Capitola and the County of Santa Cruz Human Resources Departments to outline what a transition plan might look like and to examine all aspects of effects on employees. Please note that the CCAC will have its first discussion of this transition plan on the morning of April 7.

**Summary of Year 1: 2015**

Current employees of the City/County Library JPA retain their current MOU with the City of Santa Cruz with the same terms and conditions. The Library JPA Board would, prior to 2015, recognize those existing MOUs. As the current MOUs expire in 2015 and 2016, the new JPB will meet and confer pursuant to the Meyers Milias Brown Act on a successor MOU, which would take effect as each current contract expires. Union representation remains status quo.

Benefit levels would remain unchanged. The same Calpers medial choices would be available to employees with the same employee contributions. Vision and Dental insurance would be contracted back to Santa Cruz, with the same providers and benefit levels.

All aspects of the Human Resources function would be contracted to the City of Santa Cruz for a term of one year with an option to renew an additional year.

**Summary of Year 2: 2016**

The JPB will determine if they will continue contracting Human Resource services with the City of Santa Cruz or consider bringing individual functions in house or with other providers.

**Support Services**

The first draft of the new agreement states, “The JPA will obtain support services including counsel, purchasing, payroll, budget, treasury and other services from the Parties or private entities at cost.” This clause has not been thoroughly discussed yet and there does not seem to be consensus. There is concern about changing services at this point when it seems to be working fine with the City of Santa Cruz being the provider.

There is a feeling that the issue of how the cost is determined is really what needs to be better defined and that changing from the City of Santa Cruz to another provider is disruptive while not providing any advantage as long as the City of Santa Cruz can offer the service at a competitive price. The City of Santa Cruz is willing to evaluate the current system of charging for services based on 5.5% of operating expenses in order to

determine if another methodology for charging for these services is more acceptable to all the jurisdictions.

The working committee described above did address a transition plan for the support services in addition to their plan regarding Human Resources issues.

### **Summary of Year 1: 2015**

Administrative Contracts: Finance will be contracted to the City of Santa Cruz for a term of one year with an option to renew an additional year.

Legal Services: The JPA will enter into a contract for legal services with either a private law firm, or one of the member entities.

Insurance: The JPA will obtain its own Workers Compensation Insurance, Liability Insurance and Property Insurance to be administered by a Third Party Administrator (TPA). In order to obtain coverage for 2015 the JPA will need to begin no later than September 2014. (Library Director's note: Given the current timeline this may not be feasible and this transition may need to be extended to later in 2015.)

### **Summary of Year 2: 2016**

Operational Status: The JPA will determine if they will continue contracting Finance services with the City of Santa Cruz or consider bringing individual functions in house or with other providers.

### **Minimum Service Levels**

There are conflicting opinions regarding this issue. Please note that the committee has, thus far, only considered number of open hours when defining minimum service levels; not other services that comprise the breadth of what the Library provides such as programming, bookmobile, outreach and community partnerships. The issues fall into two areas:

- Does the specification of service hours belong in a long term agreement or is this more of an operational issue that should be worked out by the governing board?
- If service hours are to be included, should they be specific or general?
  - If general, then they could be mentioned in the JPA agreement as a specific area of consideration for the governing board without specifying the numbers.
  - If specific, then there is a lack of consensus on what the hours should be, specifically in the newly built branches such as Felton. There is no doubt that a transition from 1,250 to 9,300 square feet is going to change the demand but given it is such a huge change, it is difficult to predict the ultimate best level. It is easier to adjust up than down. There are some who believe Felton will serve as a large neighborhood branch such as

Branciforte does now and others who feel it will be closer to the level of a regional branch. Current usage is not as good an indicator of the future as it might be for other facilities such as Capitola.

Various approaches to this issue have been discussed and the following represents the opinion of the Library Director, and this opinion is not necessarily shared by all members of the committee. The Library Director has cautioned about being too specific in a document of this nature since libraries are changing and adapting as the environment changes. Community needs are likely to change over time and it would be best to not be constrained by a document such as the JPA agreement.

Agreeing to discuss the hours issue on a regular basis and under the purview of the governing board is totally appropriate. When facilities are built or remodeled usage always goes up for the first year then ratchets back a little to a new steady state. This is exactly what we saw in Scotts Valley. With so many changes to so many facilities, it would seem that a wait and see attitude with minimal changes to start would be the wisest course.

### **System Assets**

Disposing of system assets should one or more entities withdraw or should the system dissolve, is an important provision. "Ownership" has become increasingly difficult to quantify as collections are shared through floating and with the increase in electronic materials which live in the "cloud" and not in any physical location.

In light of these considerations, the CCAC is working on how to best word this section. Most likely, the recommendation will be to use the annual property insurance valuation and materials count to establish a baseline for what a jurisdiction would be able to take with it in terms of assets if they were to withdraw or the system broke up. This represents a snapshot at one point in time annually.

We are compiling a list of Special Collections and they will most likely remain with the Downtown branch.

There is also currently a section that refers to the automation system assets and other equipment purchased on a shared cost basis. We have not yet discussed how to deal with these.

### **Construction of Library Facilities**

A line has been added that says, "The Director of Libraries shall have the power to sign off on the final design, including furnishings, of any new or remodeled branch library." This is good starting language for which the Library Director suggests the language be revised/expanded to define Library staff involvement in the building/remodeling process

itself and not just a final sign off. It is believed the intent is involvement in the process itself but the language needs to make this clear.

### ***REVISED LFA AGREEMENT***

A variety of approaches to changing the terms of the Library Financing Agreement have been discussed. Under the current arrangement, both the Cities of Watsonville and Santa Cruz contribute a defined amount (Maintenance of Effort) which has not changed since the agreement was signed in 1996. The other cities and the County contribute based on property taxes and their amount has increased as property values have increased. Santa Cruz was subsidizing the system considerably in the early days, so the current discrepancy is not as great as it is for Watsonville.

Proposals to revise the agreement focus on Watsonville and Santa Cruz and talks are underway with the City Manager of Watsonville. For Watsonville, a long term arrangement (date still being defined but around 15 years) is being discussed. Under this agreement, Watsonville would not receive any increase in funds from the County Library Fund for about 7 years. After 7 years, Watsonville would get a reduced amount each year until they were only receiving their “fair share” from the Library Fund. This “fair share” is defined as payment for library services provided to the population of the unincorporated County within a two mile radius of the Watsonville and Freedom branches. This population is currently about 9,000 people. Once the leveling has been achieved, Watsonville would receive annual increases from the County Library Fund in proportion to the increase in that fund (i.e. the increase in property taxes collected).

The City of Santa Cruz only recently received data from the County so that the City of Santa Cruz can develop a similar schedule, albeit the payback piece may, or may not, come into play.

One issue that has not yet been discussed and will not be part of the new agreement itself is how to handle the increment the JPA would be receiving each year due to changes outlined above. The Library Director’s recommendation is that any incremental funding received by the Library District from any changes involving Watsonville and the City of Santa Cruz, should be directed to a long term capital maintenance fund to be used after the funding from the ballot initiative has been depleted.

### ***BALLOT INITIATIVE***

The following timeline is provided as a guide to what needs to be done in order to get the initiative on the ballot in June 2015. Please note that this is tentative as a final analysis from the financial consultant, NBS, has not yet been received and exactly at what point the jurisdictions need to approve actions is also not confirmed.



April 21, 2014	Confirm what various parcel tax amounts buy Finalize survey questions
May 5	LJPB review and feedback of JPA and LFA agreements
Week of May 5	Poll
By May 20	Work out details of JPA and LFA agreements and consider LJPB input
June	Review polls results
June	Determine boundaries and content of financial measure
July 7	Share CFD details with LJPB
July-August	Incorporate LJPB revisions
September	Jurisdictions approve new JPA and LFA agreements Current JPB approves content of CFD resolution
December 1	New JPA and LFA agreements go into effect
By December 12	Final Resolution of Intention to Establish CFD, including Boundary Map and Rate and Method of Apportionment and Resolution of Intention to Incur Indebtedness due to Secretary
December	Jurisdictional approval for creation of CFD
December 26	<b>JPA Meeting</b> – Consider Resolution of Intention, including Boundary Map and Rate and Method of Apportionment, consider resolution of indebtedness
January 9, 2015	Boundary Map must be recorded on or before this date
January 10	Final Notices of Public Hearing delivered to Secretary
January 13	Final Resolution of Formation, Resolution Calling the Election and Consolidation, Resolution Declaring the Necessity to Incur Indebtedness due to Secretary
January 22	Notices of Public Hearing published on or prior to this date
February	Jurisdictional approval of resolution of formation, etc
February 3	<b>JPA Meeting</b> – Public Hearing, Consider Resolution of Formation, Resolution Declaring the Necessity to Incur Indebtedness and Resolution Calling the Election and Consolidation
March 6	Last Day to Submit Resolution Calling the Election and Consolidation (which reflects exact form of ballot wording) to the County for the June , 2015 election
March 7-17	10 day public examination period
March 10	Last day to withdraw a measure from the ballot, Last day to submit ballot arguments
March 11-21	10 Day public examination period
March 17	Last day to submit rebuttal arguments
March 18-28	10 Day public examination period
June 2	Election Day
June 5	Final Resolution Declaring Election Results due to Secretary
July 1	<b>JPA Meeting</b> – Consider Resolution Declaring Election Results and First Reading of CFD Ordinance
July 2-16	Notice of Special Tax Lien recorded
August 4, 2015	<b>JPA Meeting</b> – Adopt CFD Ordinance, adopt Resolution authorizing Bond Issuance

A list of project options was presented in the March LJPB agenda packet. In summary, this is what has been identified as needed in addition to ongoing capital maintenance, which all branches require. The exact amount of ongoing capital maintenance needed is dependent on what happens with the remodels, new facilities and renovations. The following is a summary of identified projects beyond ongoing capital maintenance in order to bring all facilities up to 21<sup>st</sup> Century library standards.

- **Felton and Capitola** need new buildings. We are looking at 9,300 and 12,000 square feet respectively.
- **Aptos** needs an addition to bring it to about 12,000 square feet
- **Downtown** needs a gut and remodel with no change in square footage
- **Boulder Creek, Garfield Park, Branciforte, and La Selva Beach** need remodeling so that these branches can provide 21<sup>st</sup> Century library service.
- **Scotts Valley**- as a new building it does not need much but by the end of the 10 year period it will be in need of replacement furniture, carpeting, etc. The immediate need is for sound attenuation and possibly an automated materials handling system. There is also the possible option of expansion into the other 1/3 of the building which is currently on option to a theater group looking to create a performing arts space. The usage of the building does justify expansion if funding and opportunity were available.
- **Live Oak**- The Live Oak building is relatively new (built in 2006). However, it was built just as libraries were beginning to change how they provide service so there is significant remodeling that could be done to create one customer service point and a flexible space that could be used as a meeting room. Alternatively, it has been suggested that additional funding be provided for creating a library sponsored flexible space/meeting room adjacent to the new Boys and Girls Club that is being built at Shoreline Middle School.

As has been discussed at other LJPB meetings, it appears that the only option for funding is through the creation of a Community Facilities District that matches the service district for the library system and is funded via a parcel tax. We will conduct a poll by early May to gauge the level of community support for various levels of a parcel tax. We are also working with Group4 to get a better definition of what various levels of funding will buy.

The total amount needed if the expanded Scotts Valley and Live Oak projects are included is about \$75 million and \$63 million with those two libraries receiving only the funds necessary to meet capital maintenance and minor remodeling needs. As mentioned earlier, what lesser total amounts could buy is being explored and better defined.

An additional issue that is under discussion is who will be responsible for the building of the facilities- the Library JPA or the individual jurisdictions? This also raises the question of ultimate ownership of the facilities. One view expressed is

that each jurisdiction should be allotted their portion of the funds and be responsible for their facilities. Another view is that this should be managed by the JPA with a system wide approach. Either will require a Library based project manager. All agree that Library functional staff needs to be involved with the construction process in order to ensure the facilities meet current (and future) library standards since the Library will be the party responsible for operating the facilities.



SEARCHED [ ] INDEXED [ ] SERIALIZED [ ] FILED [ ]

**Fwd: SCPL Patron Comment or Suggestion: Scotts Valley Library**

**WEBMASTER SCPL** <webmaster@santacruzpl.org>

Sat, Mar 8, 2014 at 8:13 PM

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

PRAISE!

-----  
From: <webmaster@santacruzpl.org>

Date: Sat, Mar 8, 2014 at 4:50 PM

Subject: SCPL Patron Comment or Suggestion: Scotts Valley Library

To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Lynn Larson

PHONE NUMBER:

EMAIL ADDRESS:

=====

This library is the best I've ever seen, and I've traveled all over the world.

=====





# Fwd: SCPL Patron Comment or Suggestion: kudos

WEBMASTER SCPL <webmaster@santacruzpl.org>  
To: Library IT <lit@santacruzpl.org>, Metis Group <metis@santacruzpl.org>

Mon, Mar 3, 2014 at 8:29 AM

Positive feedback from the public. -dc

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

From: <webmaster@santacruzpl.org>  
Date: Sun, Mar 2, 2014 at 10:38 PM  
Subject: SCPL Patron Comment or Suggestion: kudos  
To: webmaster@santacruzpl.org

The following message has been received from:

NAME: kay clark

PHONE NUMBER: [REDACTED]

EMAIL ADDRESS: [REDACTED]

=====

First time online, great website, super easy to navigate--just renewed a book eesy-peesy.

Thanks!

=====

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



SANTA CRUZ  
PUBLIC LIBRARIES



3/26/2014 11:44 AM

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## Thank you.

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**Nina Simon** <nina@santacruzmah.org>  
To: Janis O'Driscoll <odriscollj@santacruzpl.org>  
Cc: Teresa Landers <landerst@santacruzpl.org>

Wed, Mar 26, 2014 at 11:44 AM

Dear Janis,

Thank you so much for your extraordinary support at the council meeting yesterday. You went above and beyond in your generosity and time spent sharing your support for the Abbott Square project. I know that your involvement made a difference, and I'm so sorry it involved so much time waiting. I am excited to work with you to make Abbott Square and especially this special back area a place for transformative learning experiences for families.

Thank you, thank you, thank you. You are a real friend to the MAH and we greatly appreciate it. We are lucky to have you as a partner and as a leader in our community.

Nina

Nina Simon  
Executive Director  
**Santa Cruz Museum of Art & History**  
831.429.1964 x7018

Come visit us at 705 Front Street in Santa Cruz  
**Get involved at** [www.santacruzmah.org](http://www.santacruzmah.org) or on Facebook

**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.
2/27/14	DTN	11am	Male patron (Roberto Rubalcava) returned to use public computers despite a verbal 30 day ban. Attempt was made to give him the packet of info on the ban. Patron became verbally aggressive and insulting.	David Sidel, Leslie Auerbach, First Alarm Guard Alex Walshaw	Police was called and took person away in handcuffs	NA	Yes	Yes	No
3/3/14	LO	11am	Toddler attending Toddler Time Program urinated on the carpet. Mr. Mendonsa was asked to refrain from smoking and riding his bike in the breezway next to the library. He became aggressive tried to attack the roving guard with his bike.	Jeanne O'Grady	Carpet cleaned with Bodily Fluid kit and building mtc. called to dispose of kit.	NA	No	No	No
3/5/14	DTN	2pm	Patron [REDACTED] was asked to leave due to offensive body odor but refused.	John Ottenberg	Mr. Mendonsa was asked to leave and did so after the attack. <b>30 day ban imposed.</b> 911 called and spoke to patron outside. Patron was given copy of rules of conduct and shower/laundry handout.	NA	Yes	No	No
3/5/14	SV	5pm		Carolyn Bryks, Kyra Rodriguez		NA	No	Yes	No
3/6/14	DTN	2pm	Female (Audrey Richardson) outside branch talking incoherently carrying an uncapped syringe, photo taken. Employee observed a safe next to the bike lockers	John Ottenberg	911 called and roving guard followed woman until she was apprehended by police, 30 day ban imposed... <b>3/18/14 patron took ban pkg, Margarete Dawson present</b>	NA	Yes	No	No
3/7/14	HQ	7:15am		Elaine Andersen	employee called 911	NA	No	Yes	No



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

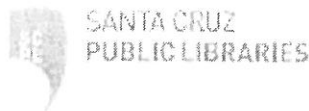
Date M/D/YR	Branch	Time HH:MM	Brief Description	Staff Involved	Steps Taken	Safety-Preventative Steps	1st Alarm Roving Guard Cld.	911 Cld.	CMT Cld.
3/8/14	DTN	12:40pm	Previously banned (till 4/5), patron Antonio Mendonsa violated the ban that was imposed earlier this month by lying on library bench. Patron became confrontational.	Trevor Laws-Roving Guard	Patron was reminded of the details of his ban and finally left after a lot of abusive language a lot of persistence foul language. Former ban extended to 90 days till 6/8/14. Patron previously refused ban package....3/18/14 patron took ban pkg.	NA	No	No	No
3/9/14	LO	11am	Graffiti found in 3 places around the branch.	Laura VanDerslice	Graffiti photographed and police called	NA	No	Yes	No
3/10/14	DTN	10:30am	Structural accident - a water soaked ceiling panel fell to the floor causing water damage to 4 computers in the internet area. There were no injuries. Roving guard advised male patron William Anguiano that he was banned for the day due to repeated incidents of sleeping and for using foul language. Once outside the patron assaulted the roving guard by throwing water at him.	Huilian Titangos, Gary Decker, Leslie Auerbach	The internet area was closed off for cleaning. The area was restored at 1pm	NA	No	No	No
3/11/14	DTN	2:45pm		John Ottenberg-Roving Guard	Initially patron was banned for the day and then for the month after assaulting roving guard with water.	NA	Yes	No	No



**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.
3/17/14	DTN	2:30pm	Male (Jeffery Griffin) patron found sleeping and under the influence. Was ejected the day before for the same issue and on other occasions for smoking, vulgar language and verbal threats. Photo obtained mugshotssantacruzp.com	John Ottenberg-Roving Guard	Patron ejected with a 30 day ban being imposed for all branches till 4/17/14. 3/19/14-Patron refused to accept the ejection packet. John Ottenberg, Leslie Auerbach.	NA	Yes	No	No
3/18/14	DTN	2pm	Male patron became loud, verbally abusive and confrontational with staff and roving guard in the internet area	Fred Ulrich, Valerie Murphy	Patron ejected for the day	Na	Yes	No	No
3/18/14	B40	2:30pm	Male patron became angry/verbally abusive to staff because of the installation of the new security gate. Shortly after he left another patron complained that his bike was stolen.	Lauen Suhd	The patron declined an offer to file a report for his stolen bike	NA	No	No	No
3/19/14	BC	3:00pm	Children discovered bike parts and other items partially buried.	Cathy Landis	Police was called and advised to dispose of items	NA	No	Yes	No
3/24/14	DTN	2:30pm	Patron Melvine Jones became disruptive, confrontational, aggressive and using vulgar language with staff and bystanders when asked leave as a result of refusing to lower his voice and take his call outside.	Fred Ulrigh, John Ottenberg	911 was called and then canceled when the patron left. As a result of other similar incidents, the patron was banned for 6 months.	NA	Yes	Yes	No





## Website Statistics for February 2014

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**Ann Young** <younga@santacruzpl.org>

Mon, Mar 3, 2014 at 11:10 AM

To: Teresa Landers <landerst@santacruzpl.org>, Kira Henifin <henifink@santacruzpl.org>, Diane Cowen <cowend@santacruzpl.org>, Helga Smith <smithh@santacruzpl.org>

Here is a breakdown for February:

Total visits: 100,130 (SCPL website: 65,125; SCPL Catalog: 35,005)

Total pageviews: 445,648 (SCPL website: 142,461; SCPL Catalog: 303,187)

The top content sources for the above pageview statistics are:

SCPL Catalog - 303,187 pageviews

SCPL homepage - 55,397 pageviews

Branch pages - 12,652 pageviews

Internet Resources (links to subscription databases) - 11,373 pageviews

Local history articles - 9,615 pageviews

Kids page - 9,452 pageviews

Community Information Database - 6,202 pageviews

Local history photo gallery - 4,861 pageviews

Library services - 4,145 pageviews

Ematerials (links to ebook, eaudio vendors) - 3,941 pageviews

Evergreen FAQ/Tutorials - 2,767 pageviews

Newspaper Clipping Index - 2,721 pageviews

Teens page - 2,523 pageviews

Reader's Link (Staff pick book reviews, etc.) - 1,942 pageviews

Events calendar - 1,833 pageviews

What's New - 1,252 pageviews

Local News Index - 1,159 pageviews

Library Admin pages (LJPB agendas, audio files, etc.) - 1,121 pageviews

Site search - 1,033 pageviews

Sheet Music Database - 972 pageviews

Contact Us - 912 pageviews

SC Endangered Species - 840 pageviews

Periodical Index - 435 pageviews

Fifty Plus - 423 pageviews

Did You Know? (Answers to commonly asked reference questions) - 358 pageviews





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## Website Statistics for March 2014

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**Ann Young** <younga@santacruzpl.org>

Tue, Apr 1, 2014 at 2:36 PM

To: Teresa Landers <landerst@santacruzpl.org>, Helga Smith <smithh@santacruzpl.org>, Kira Henifin <henifink@santacruzpl.org>, Diane Cowen <cowend@santacruzpl.org>

Here is a breakdown for March:

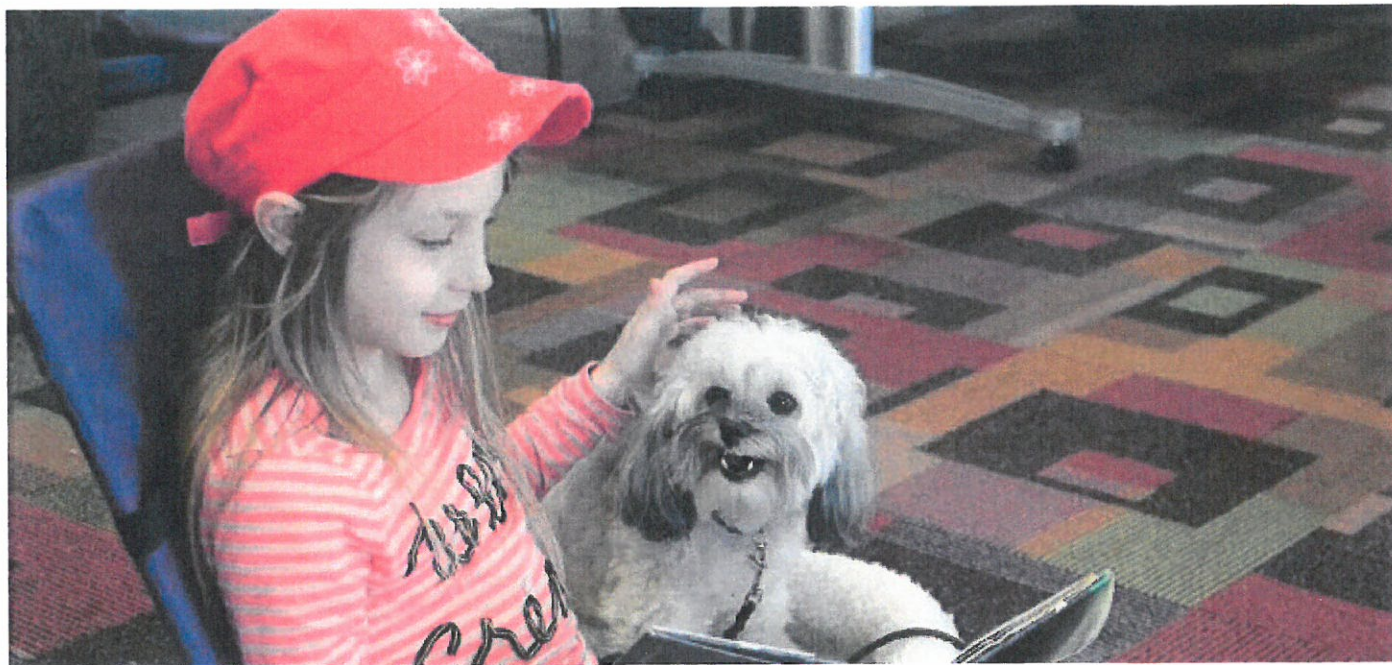
Total visits: 108,049 (SCPL website: 70,945 SCPL Catalog: 37,104)  
Total pageviews: 440,945 (SCPL website: 144,460; SCPL Catalog: 296,485)

The top content sources for the above pageview statistics are:

- SCPL Catalog - 296,485 pageviews
- SCPL homepage - 58,453 pageviews
- Branch pages - 14,372 pageviews
- Local history articles - 11,359 pageviews
- Kids page - 9,504 pageviews
- Internet Resources (links to subscription databases) - 8,451 pageviews
- Community Information Database - 6,417 pageviews
- Local history photo gallery - 5,414 pageviews
- Library services - 4,259 pageviews
- Ematerials (links to ebook, eaudio vendors) - 3,928 pageviews
- Evergreen FAQ/Tutorials - 2,938 pageviews
- Teens page - 2,699 pageviews
- Newspaper Clipping Index - 2,688 pageviews
- Reader's Link (Staff pick book reviews, etc.) - 1,947 pageviews
- Events calendar - 1,696 pageviews
- What's New - 1,450 pageviews
- Site search - 1,226 pageviews
- Contact Us - 998 pageviews
- Local News Index - 866 pageviews
- Library Admin pages (LJPB agendas, audio files, etc.) - 807 pageviews
- Sheet Music Database - 561 pageviews
- SC Endangered Species - 483 pageviews
- Periodical Index - 415 pageviews
- Did You Know? (Answers to commonly asked reference questions) - 406 pageviews
- Fifty Plus - 399 pageviews

## Fur for First Readers at Santa Cruz Libraries

- by [Cat Johnson](#) on Mar 18, 2014



On a big oval rug in the children's section of the Capitola library sits a scruffy little dog with sandy brown hair and friendly eyes. A boy in a little league uniform is sitting next the dog, reading aloud. Not far away, a giant black Newfoundland named Bitsy is lying on her side listening to a story about some children and their dog. A fluffy Persian cat in a pink bed is taking in the ABCs with a girl in pink sparkly shoes.

It's not your typical library scene, to be sure—but neither is Tales to Tails, a literacy program where children spend 20 minutes reading to a therapy animal. Tales to Tails is among the most popular of our local library programs for reasons that are becoming obvious: It combines both animal and human cuteness, literacy and community engagement. The program's objective is to provide a comfortable, no-pressure environment for children to practice reading.

From what I can see, everything is going according to plan. The little leaguer is sounding out his story, while the brown dog casually surveys the room. Miss Pink Shoes is up and down a few times, taking breaks to run her hand over the soft head of her feline companion, but she always returns to her book. Bitsy is happy on the receiving end of her reader's—I've learned the girl's name is Klarisse—impressive ability to turn pages with one hand and rub Bitsy's belly with the other. Klarisse's small hand is all but lost in the black sea of Bitsy's fur.

The kids, who occasionally ask their animal's handler for help with a word, seem to embrace the concept that the animals are there to help them further their reading skills. They interact



occasionally with them, but don't need prompting to stay focused on the reading. I can't help but think that they're concerned about giving the animals a good storytime experience. "I know she likes me," says the little leaguer softly, to no one in particular.

Klarisse's dad, Ted, confirms my suspicions. He says that when Klarisse is choosing books to read, she oftentimes asks, "Do you think the dog is going to like this book?"

As adorable as it is, there's some science behind the sweetness. A 2010 study by researchers at UC Davis found that young readers who read aloud to therapy dogs improved their reading skill 12 percent over a 10-week period.

And it's not just for kids. Therapy dogs have proven to have such a calming presence that they've even been enlisted to hang out at university libraries during finals week. Yale Law School and M.I.T. are among the schools with therapy dog programs.

In 2010, the Santa Cruz Public Library system created Tales to Tails, spearheaded by Melanee Barash, who's in charge of the Capitola branch. It's now in eight branches around Santa Cruz County, and similar programs with names such as Book Buddies and Reading Buddies exist in libraries around the country.

Program coordinator Laura Whaley says that Tales to Tails has grown mainly through word-of-mouth. The feedback she receives from parents of program regulars is that their reading level has gone up—and their confidence, too. She's also seen kids who are afraid of dogs move beyond their fear through the program. "Being around the therapy dogs," she says, "they're getting over that fear, they're coming out of their shell."

The therapy animals are from one of two organizations, Furry Friends Incorporated or Therapy Dogs International. The furry therapists all have their Good Citizen Certification and have gone through additional training to work with children.

Funded primarily through the library, the program also receives support from the Capitola Dog Owners Group, which provides funding for program rewards. Every time a child participates in Tales to Tails, they get a bookmark. Every fifth bookmark they get a book, and after 25 sessions they get a dog tag that reads, "Paw-some Reader."

As we approach the end of the session, there is indeed an air of calm. I've lost track of the number of books that have been read, but the kids are still going strong. The dogs have moved around a little, but they haven't strayed from their listening posts. Somewhere around the letter R, the cat falls asleep.

## S.F. library proposes new code of conduct with penalties

Heather Knight

Updated 1:47 pm, Saturday, March 8, 2014

Just when you think there couldn't possibly be another battle over the behavior of homeless people in San Francisco, along comes a new brouhaha among the stacks at the city's Main Library.

The Civic Center building has long been a bastion for transients, some of whom have forgone good old-fashioned reading for bathing in the bathroom sinks, dealing drugs and exposing themselves. Recent notable incidents include a man urinating on books and another breaking a computer with a hammer.

In January, Mayor **Ed Lee** told the Library Commission that the facility needed to be less "Lord of the Flies" and more "Sense and Sensibility." (Those are our words, not his, you'll be stunned to learn.)

The mayor's letter to the commissioners proposed creating a Family and Education Fun Zone around the library and suggested that the first step should be instituting actual penalties for breaking the library's long-standing code of conduct. Previously, most bad behavior was met simply with a warning to stop.

In response, library staff beefed up the Patron Code of Conduct with much harsher penalties than the admonishment, "Uh, that's a sink - not a bathtub." Under the proposals, which will likely be tweaked after community input and voted on by the commissioners this spring, repeat offenses could result in being banned from all the city's public libraries for up to a year.

Library administration would circulate a description of the suspended person to managers at its branch libraries, though it's hard to imagine how the ban would work since there aren't ID checks to enter a library. Suspended persons would get a letter notifying them of the ban and telling them they could request a hearing to try to get it overturned.

"The mayor definitely thinks it's a step in the right direction," said **Christine Falvey**, spokeswoman for Lee. "He is happy that they've really responded with some very substantive changes that have stricter penalties associated with bad behavior at the library."

Falvey added that the mayor wants everybody to behave well at the library and does not want "to single out any population."

City Librarian **Luis Herrera** agreed, saying, "It's not targeted at any one group - this is a very welcoming environment. It's about making sure people use the library for its intended purpose."

But homeless advocates aren't buying it. After all, who else is likely to bring carts into the building, sleep on the furniture or emit a "strong, pervasive odor" - all of which would be grounds for suspension?

**Jennifer Friedenbach**, director of the Coalition on Homelessness, said the odor rule is just plain mean.

"You'd have to ask the library how that would work," she said. "Is there a senior sniffer, a supervisory sniffer, and are they the ultimate judge of what is a bad body odor? I know what I smell like when I don't put deodorant on, and it's not pretty."

Herrera said staff, including an in-house social worker, would be discreet in such instances, asking the person to speak in private and sharing information about social services, including places where homeless people can shower and do their laundry.

"We don't want to call anybody out," he said.

Behavior at the Main Library is getting better overall, library staff points out. Since late last year, the library has hired seven extra security staff members, and more police officers are patrolling the building as well. There were 238 incidents of problematic behavior at the library in December, 183 in January and 148 in February. Considering that 5,000 people use the Main Library every day, that's not too bad.

Across all public libraries in the city, instances of bad behavior are down 32 percent in the past two years.

"The odds of you actually being around an incident are very low, lower than if you're in other parts of the city," said **Roberto Lombardi**, facilities director for the library.

The library is using new incident tracking software so staff can easily see when and where particular behavior is spiking and respond by sending extra security. In addition to the Main Library, libraries that have seen their share of trouble include the Mission Bay, Chinatown, Mission and Excelsior branches, library staff said.

The most common broken rule is sleeping in the library, followed by the generic "creating a disturbance."

"That might just be somebody who's mad that their book isn't there," Lombardi said.

Hey, when you want that hot new best-seller, you want it now.

In any case, in reading through the proposed code of conduct, some observations come to mind. Like that it's sad that it actually needs to be written down that people are not allowed to deposit bodily fluids on books, physically abuse staff or have sex in the library. And that the guidelines may occasionally go over the top.

Like the no-staring rule. Really?

Herrera laughed and explained that some staff members have reported being stared at in a threatening way.

"It is subject to interpretation," he acknowledged. "We understand there's room for improvement."

#### **Quote of the week**

"I just want people to leave me alone. I just want to do my Elmo stuff."

Dan Sandler, a.k.a. "Evil Elmo," who has irked Fisherman's Wharf merchants and street kids with his creepy shtick

*Heather Knight is a San Francisco Chronicle staff writer and covers City Hall politics. E-mail: [hknight@sfgate.com](mailto:hknight@sfgate.com) Twitter: [@hknightsf](https://twitter.com/hknightsf)*

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**HEARST** newspapers

# Pew Charts the Motivations of Library Lovers and Distant Admirers

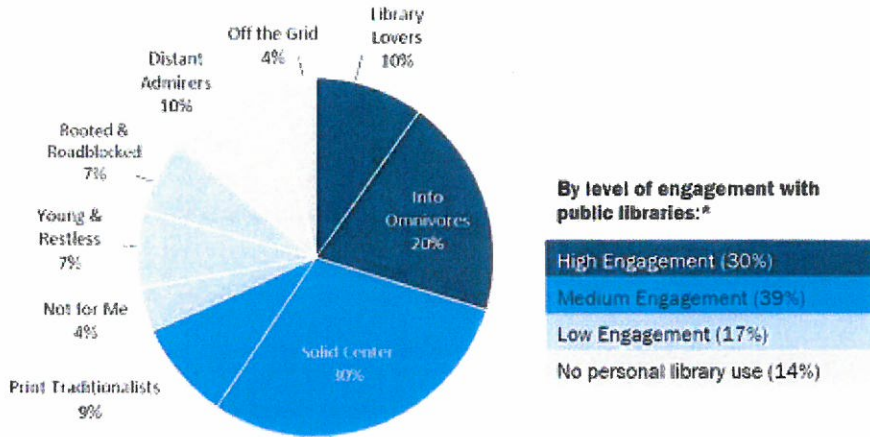
Posted Thursday, March 13, 2014 - 11:22

## The Scoop

By Beverly Goldberg

### **Typology snapshot: Groups by level of engagement with public libraries**

*Each group as a percentage of the general U.S. population (Americans ages 16+)*



In a new report issued March 13, the Pew Research Center's Internet and American Life Project has explored the motivations behind the relationships that American adults have with their public libraries. "Rather than describe the basic library usage of various groups, as we've done in the past," Kathryn Zickuhr, the report, titled "**From Distant Admirers to Library Lovers—and Beyond,**" examines what traits go along with different levels of engagement with libraries and the library habits and views people have in common.

The results are based on a nationally representative survey of 6,224 Americans ages 16 and older, Pew reveals, "a sample that is roughly three times larger than that of **previous surveys** in this **research series**."

The center's pertinent findings include:

Public library users and proponents comprise a wide swath of America, with 30% being highly engaged with their public libraries and another 39% using their libraries regularly but to a lesser extent.

Americans' library habits tend to reflect their life circumstances. As stated by Pew, "Many of those who are less engaged with public libraries tend to have lower levels of technology use, fewer ties to neighbors, lower feelings of personal efficacy, and less engagement with other cultural activities."

Life stage and special circumstances play a major factor in library use. Students, parents of young children, job seekers, and those researching information to help them make a decision are more avid users; those experiencing more stability (job security) or "less momentous" times (retirement) might not use their libraries as often.

Surprisingly, technology mavens do not eschew library use. Rather, more tech-savvy people are the library lovers who most frequently use public library resources. Information omnivores, who tend to have more education and higher incomes than library lovers, don't use libraries much if at all, but still view them as an essential public service.

The full report is available [online](#).



## NJ State Library and LibraryLinkNJ Partner to Launch Makerspace Projects Statewide

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*Submitted by gcooper on Tue, 28 Jan 2014, 11:47am*

The New Jersey State Library and LibraryLinkNJ, the New Jersey Library Cooperative, have partnered to launch *"New Jersey Library Makerspaces - The Leading Edge,"* an initiative that combines equipment with community-driven innovation, and provides library patrons with the tools and space to collaborate to



design and build manufactured work.

The project will subsidize 15 Makerspaces at public, school and academic libraries statewide, and will offer creative laboratories where NJ residents can access equipment and information that they wouldn't otherwise have access to. Users will be able to share resources and knowledge, collaborate on projects, network and build things.

"The contemporary Makerspace movement is really about creating community spaces where people can learn by doing and engage in exploration and creativity using digital and analog technologies. Such spaces can both enrich and empower library users' lives," said Mary Chute, NJ State Librarian. "It's an extension of the library's mission - a place of lifelong learning and community engagement - be it public, academic, school, medical or other type of library."

"Our goal is for libraries to continue to be community centers with tools. We hope to draw in current and new library users of all ages to connect, experiment, and create with a myriad of technology and other materials - in a team, as a family, or as lone explorers," said Cheryl O'Connor, executive director of LibraryLinkNJ. "Patrons can collaborate on projects that are driven by their own interests - such as science and engineering, art and design, and others - and by doing so, develop the capacity and confidence to innovate."

The total budget for this project is \$115,700 - expanded from \$100,000 - with contract awards ranging from \$3,750 to \$12,500. Projects are varied, involving partnerships with local schools, the arts community, and local entrepreneurs, with a wide range of intended audiences and equipment needs.

The following libraries received awards for their projects:

**MAKE | AC** - Atlantic City Public Library (\$7,500): Dream it - Design it - Do it promotes STEM education, career exploration, self-directed learning, creative expression and entrepreneurship through maker programming to the children and teens of Atlantic City.

**Library's Idea and Creation Station** - Caldwell College Library (\$3,750): K12 and college educators focus on creating 3D objects for use in classrooms for students with visual impairments or who are tactile/kinesthetic learners.



Sharing Our Stories Makerspace – Caldwell Public Library (\$3,750): A compact, mobile makerspace with digital recorders and scanners will foster the preservation and sharing of local history, memories and photos online using a network of senior citizens, schools and community groups. An added bonus is a guide to help other libraries create a local history-based makerspace.

EBPlay Lab – East Brunswick Public Library (\$7,500) – EBPlay Lab is an open media lab that engages the East Brunswick community in learning and creating content in digital formats. The library will partner with the East Brunswick High School Video Club to sponsor *Record.Play*, a short film competition for teens. Teens will be invited to create a 90 second “trailer” promoting the services of the East Brunswick Public Library.

The MakerStudio at GCLS – Gloucester County Library System (\$12,500): Aligned with the “Educate to Innovate” government initiative, makerspace rooms across the county will engage young and old in creative thinking and encourage community-based innovation and entrepreneurship in the STEM fields of science, technology, engineering, art and mechanics.

Play in Always On. Level Up! – Hillsdale Public Library (\$3,750): An expansion from 2 hours to 50 hours of successful crafting and nontraditional programming through a mini-makerspace and portable workstations with the help of teachers, students, and passionate community tinkerers.

Hoboken Library Creation Space – Hoboken Public Library (\$10,000) – Hoboken Library Creation Space will be a place for community members of all ages and skill levels to have access to tools, technology and training on robotics, editing software and coding. Staffers will collaborate with Stevens Technical Institute students to provide instruction for local high school and middle school students.

MHS Innovation Lab – Manasquan High School Media Center (\$5,000): 3D print and scan focus for students – with facilitators– to use creative problem solving and design skills via independent projects.

Make it @ Mount Laurel Library – Mount Laurel Public Library (\$7,499.70) – through hands-on programs and drop-in sessions with maker tools such as Makey Makey, Snap Circuits and Squishy Circuits, the library will complement the STEM curriculum and provide a more thorough understanding of STEM topics. Teachers can explore product design in their classrooms and can arrange for students to print out their designs on the library's 3-D printer.

NBFPL Handcrafting Makerspace – New Brunswick Public Library (\$10,000) – The NBFPL Handcrafting Makerspace will provide free, regular access to products and materials and introduction to a variety of equipment used in handcrafting and traditional methods of creation, including sewing machines, printing with transfer paper, button making, knitting and small looms. Users will come from all parts of the city and will represent all of New Brunswick's diverse populations. The library's Young Adult librarians will host special programs designed to allow teens their own unique access to makerspace items.

Old Bridge Library Idea Farm – Old Bridge Public Library (\$10,000): Creation focused makerspace for a community rooted in agriculture and self-sufficiency with a demonstration garden exploring emergent technologies and home crafts.

M3: Making Memories with Makerspace – Parsippany–Troy Hills Public Library ((\$10,000) – the new M3 ("M Cubed") space will provide the digital resources and space for customers to create films and photographic memories. Individual users and members of community organizations will learn from each other. Middle school students will be training buddies for adults who need assistance with the equipment, which will include software for creating films and photo editing and equipment for digitizing photos.

The Enterprise Zone – Plainfield Public Library (\$7,500) – this makerspace will invite artists, designers, craftsmen, hobbyists and students to explore the potential of digital technology and learn how to apply it to their artistic vision. Specialized equipment such as a WACOM drawing tablet and a large format scanner/printer will allow users to scan and/or generate prints up to 36 inches wide for portfolios, art projects and advertising. Community groups and local artists have already expressed strong support for the creation of this makerspace.

Fordham FabLab: Multimedia Collaboration Makerspace – Rutgers University Libraries (\$8,796): Foster collaboration among sciences, humanities and performing arts students/faculty to enhance creativity for all in a multimedia space that includes 3D printers and a 3D scanner.

Makerspace on the Go – Somerset County Public Library (\$8,157) – Makerspace on the Go – this will be a mobile digital makerspace which will be available for use by all of Somerset County Library's branches. The mobile makerspace will also be available at venues outside of libraries, including senior centers, business organizations and the Somerset County 4-H Fair. It will provide an opportunity for groups of multigenerational individuals to create new and edit existing digital content. Members of the business community can create new electronic marketing materials, seniors will create and/or edit personal electronic materials, and students will be able to create video gaming programs or file servers.