

## LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, July 7, 2014  
Downtown Branch Upstairs Meeting Room  
224 Church Street, Santa Cruz, CA 95060

6:00 PM      CLOSED SESSION:  
CONFERENCE WITH LEGAL COUNSEL—EXISTING LITIGATION  
Name of case: Bruce Holloway v. Library Joint Powers Board –  
SCSC Case No. CV179151

6:30 PM      PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA OF JULY 7, 2014
3. ORAL COMMUNICATIONS
4. PRESENTATION  
    Law Depot Database- Heather Norquist and Valerie Murphy
5. CONSENT AGENDA
  - A. Approve Minutes of May 5, 2014 (PG.3-7)
  - B. Approve Minutes of June 2, 2014 (PG.8-13)
  - C. Receive monthly narrative and statistical reports (PG.14-25)
6. STAFF RECOGNITION (PG.26)  
  
    Introduce new staff member Amy Chirman
7. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT  
  
    Recognize Friends Volunteer Lorraine Sintetos
8. MEMBER REPORTS
9. STAFF REPORTS

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

- A. Receive Financial Snapshot for May (PG.27)

10. FINANCE COMMITTEE REPORT

11. OTHER BUSINESS

**ACTION ITEMS**

- A. Accept Facilities Master Plan Implementation Update, Take action and Provide Direction as indicated in the report (PG.28-35)
- B. Provide direction on method of formation of Community Facilities District (PG.36-39)

12. WRITTEN COMMUNICATIONS- **INFORMATION ONLY**

- A. Patron Written Comments (PG.40-41)
- B. Security Incidents Log (PG.42-48) and City Attorney's opinion on the Code of Conduct (PG.49)
- C. Website Statistics for May 2014 (PG.50)
- D. Articles about Santa Cruz and California Libraries (PG.51-56)
- E. Articles on Libraries Nationwide (PG.57-74)
- F. Financial materials from the Library Financing Authority (PG.75-82)

13. BOARD CHAIR REPORT ON CLOSED SESSION

14. BOARD MEETING CALENDAR

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

15. NEXT MEETING

The next regularly scheduled

The Library Joint Powers Authority Board will adjourn from the Regular Meeting of July 7, 2014 to a Special Study Session of July 28, 2014 at 6:00pm 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 LIBRARIES  
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

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

May 5, 2014

6:30 PM PUBLIC MEETING

1. ROLL CALL

Present

Supervisor Friend, Supervisor McPherson, Councilmember Mathews,  
Councilmember Reed, Councilmember Termini, Councilmember Terrazas,  
Citizen Dexter, Citizen Mosher

Staff

Teresa Landers, Library Director  
Marcus Pimentel, Finance Director

2. APPROVAL OF MEETING AGENDA OF MAY 5, 2014

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

**That the Board approve the Agenda of May 5, 2014**

**AYES: Friend, McPherson, Mathews, Reed, Termini, Terrazas, Dexter**

**NAYES: Mosher**

3. REPORT OUT ON CLOSED SESSION OF APRIL 7, 2014

Councilmember Terrazas reported out on the closed session meeting of April 7, 2014.  
The meeting was a personnel review of the Library Director and no action was taken.

4. ORAL COMMUNICATIONS

A member of the public commented that there should have been public comment before the Board voted on the last item, i.e. move item 11C up on the agenda.

5. PRESENTATION

Hoopla Digital Collection: Shelley Bodamer

Shelley Bodamer, Division Manager of Collection Development, presented Hoopla to the Board. Hoopla is a database where patrons are able to download and/or stream movies, TV, music and audiobooks.

6. CONSENT AGENDA

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

**That the Board approve the following Consent Agenda of May 5, 2014:**

**A. Approve Minutes of April 7, 2014**

**B. Receive Monthly Narrative and Statistical Report**

UNAN

7. STAFF RECOGNITION

8. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

Cordelia Neff, Executive Director of the Friends' reported the following Friends' events:

**In April 2014, FSCPL...**

- Held a Media and Summer Reads sale in the Downtown Library and raised \$1,351.75
- Prepared for our Spring Book Sale

**FSCPL plans include...**

- Host our large Spring Book Sale on Saturday May 17<sup>th</sup> in the parking lot next to the Downtown Library
- Hold a fundraiser at Woodstocks featuring readings and performances by local actors

9. MEMBER REPORTS

Citizen member Mosher reported to the Board that the 10<sup>th</sup> Annual San Lorenzo Valley Poetry Reading was a successful event again this year.

10. FINANCE COMMITTEE REPORT

None

11. OTHER BUSINESS

a. Receive Results of Recent Poll

Gene Bregman from Bregman and Associates, reported to the Board his findings from the most recent poll he conducted in April 2014 for the Santa Cruz Public Libraries.

The April poll focused on a parcel tax with an election date of June 2015. The poll rated favorably for a parcel tax of \$48.40, polling 73% approval after education, this yields about \$63 million.

b. Receive Facilities Master Plan Implementation Update and Provide Direction to Library Director

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

**That the Board adopt the following items on the JPA Proposed Revisions:**

**\*Change the general fund contribution formulas for the cities of Santa Cruz and Watsonville.**

**\*The City of Santa Cruz will conduct a study of the administrative service charges and agrees to provide those services on an "at cost" basis rather than the current 5.5% of expenses, with periodic review to ensure rates remain current.**

**\*Home authority of Library staff to remain with the City of Santa Cruz for the remainder of the Library Joint Powers Agreement.**

**\*The Library Financing Authority to be the Joint Powers Authority that sponsors the ballot initiative and creates the Community Facilities District.**

**AYES: Friend, McPherson, Mathews, Reed, Termini, Terrazas, Dexter**

**NAYES: Mosher**

The Board gave direction to the Library Director recommending that the only changes to be made to the Joint Powers Agreement would be those needed for updating the Library Financing Authority Agreement. They further recommend the governing board of the LJPB stay the same until the expiration of the agreement set for 2017.

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

**That the Board recommend proposing the ballot initiative to be set at \$63 million for the 10 branch system and that the CCAC return with their final JPA recommendations in one month (June 2014).**

UNAN

c. Citizen member Selection

Supervisor Friend nominated Cindy Jackson.

Citizen member Dexter nominated Sean Campbell

**The following votes were cast for the following citizen member nominees:  
Cindy Jackson: Supervisor Friend, McPherson and Citizen Member Mosher**

**Sean Campbell: Citizen Member Dexter, Councilmember Mathews, Reed, Termini, Terrazas**

12. STAFF REPORTS

**INFORMATION ITEMS**

- A. Receive Financial Snapshot for March
- B. Receive ILS Implementation Update
- C. Receive Update on Security Study

**ACTION ITEMS**

- A. Public Hearing on 2015 Library Budget

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

**That the Board approve the proposed FY 15 Draft Budget for the Library.**

UNAN

13. WRITTEN COMMUNICATIONS

- A. Patron Written Comments
- B. Security Incidents Log

- C. Website Statistics for February and March 2014
- D. Articles about Santa Cruz and California Libraries
- E. Articles on Libraries Nationwide
- F. Library Sales Tax and Property Tax Revenue Letter

13. BOARD MEETING CALENDAR

No revisions were made.

14. NEXT MEETING

The LJPB will adjourn from the Regular Meeting of Monday, May 5, 2014 to the next regularly scheduled meeting on Monday, June 2, 2014 at 6:30 pm at the Downtown Branch Library Meeting Room.

15. ADJOURN

The regular meeting adjourned at 8:30 p.m.

Respectfully submitted,

Kira Henifin, Clerk of the Board

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

SANTA CRUZ PUBLIC LIBRARIES  
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

Downtown Branch Meeting Room  
224 Church St. Santa Cruz, CA 95060

June 2, 2014

6:30 PM PUBLIC MEETING

1. ROLL CALL

Present: Supervisor John Leopold (County alternate), Councilmember Cynthia Mathews, Councilmember Michael Termini, Councilmember David Terrazas, Citizen Sean Campbell, Citizen Martha Dexter, Citizen Member Jim Mosher

Absent: Supervisor Zach Friend, Supervisor Bruce McPherson, Councilmember Jim Reed

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

2. APPROVAL OF MEETING AGENDA OF JUNE 2, 2014

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

**That the Board approve the Agenda of June 2, 2014**

**UNAN**  
**Absent: Friend, McPherson, Reed**



3. ORAL COMMUNICATIONS

Director Landers introduced a new drive called “Teddy Bears with Heart”, whereby new and gently used teddy bears are being collected for children in need. The library is a collection point for teddy bears and stuffed animals and the collected toys will be distributed by hospitals and police and fire departments.

4. PRESENTATIONS: Diane Cowen – SoundSwell

Diane Cowen, Virtual Services Librarian, demonstrated a new service called SoundSwell: The Santa Cruz Public Libraries Local Music Collection. It is an online database of local music that library cardholders can download for FREE. It also establishes an archive of local music that people can listen to for years to come. SoundSwell was created in partnership with Santa Cruz Rehearsal Studios, and respects the art of our local musicians by paying a 2 year non-exclusive licensing fee for the rights to download.

Users can find the SoundSwell Local Music Collection online from the library home page or by going directly to [scmusic.santacruzpl.org](http://scmusic.santacruzpl.org). For people without internet access, there is a physical collection of CD's that can be checked out at the Downtown Branch.

This project was funded in part by a Museum and Library Services LSTA Eureka Grant.

5. CONSENT AGENDA

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

**That the Board approve the Consent Agenda of June 2, 2014 items B – D as one item.**

**A: approval of the minutes of May 5, 2014, was postponed to the July 7, 2014 meeting.**

**B: Receive monthly narrative and statistical reports.**

**C: Adopt the system wide 2014 holiday closure schedule.**

**D: Resolution to transfer and appropriate funds from the Utter Trust for books and materials for FY 2013/14. (Resolution #2014-008)**

UNAN

Absent: Friend, McPherson, Reed

6. STAFF RECOGNITION

Denise Fritsch, Volunteer Coordinator, honored Americorps Volunteers Hanna Pitz and Jason Pell for their yearlong work with the Volunteer office which is coming to an end. She presented them with certificates of appreciation.

7. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT  
Ellen Campos, Board Member of the Friends, reported that

**In May 2014, FSCPL...**

- Hosted our Spring Book Sale and raised almost \$9,000
- Learned we will be a part of Nickels for Nonprofits at the Whole Foods in Capitola and Santa Cruz

**FSCPL plans include...**

- Pass our 2014-2015 budget, and elect officers at our Annual Meeting on June 20<sup>th</sup>
- On June 7<sup>th</sup> Scotts Valley Friends will host their book sale, and the La Selva Beach Friends are hosting a sandcastle building workshop

8. MEMBER REPORTS

Councilmember Mathews reported that she had an opportunity to attend several Friends meetings to discuss the Friends' role in the upcoming ballot measure.

9. STAFF REPORTS

INFORMATION ITEMS:

- A. Receive Financial Snapshot for April.

Finance Director Pimentel gave an overview of the financial snapshot for April. The Board reviewed the report.

ACTION ITEMS:

- A. Resolutions to approve lease-purchase agreement and funding for multifunctional copiers for the public for 10 branches.

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

**That the Board approve the resolution for a 5 year lease in FY 14 for the lease-purchase agreement for multifunctional copies for each branch for public use for the next five years and accept the total price of the purchase lease agreement in the amount of \$139,409.68 and that it amend the FY 2013/14 Budget. (Resolution #2014-005)  
And that the Board approve full payment of \$139,409.68 for the copiers in FY 14 using savings from Building Repairs. (Resolution #2014-006).**

**UNAN**  
**Absent: Friend, McPherson, Reed**

B. Motion to adopt 2015 Library Budget.

The Board discussed the budget report and asked a number of questions regarding budgetary projections and various points outlined in the report.

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

**That the Board approve the FY 2014-2015 Library Budget as presented. (Resolution #2014-004)**

**UNAN**  
**Absent: Friend, McPherson, Reed**

10. OTHER BUSINESS

ACTION ITEMS:

A. Accept Families Master Plan Implementation Update and Provide Direction.

Director Landers responded to various questions and gave additional background information. Questions centered around the creation of the Community Facilities District (CFD) and the complexities of the timeline. There are 5 alternatives: 1) County forming the CFD directly, 2) the cities and County forming the CFD together, 3) the jurisdictions form a 3<sup>rd</sup> JPA just for the formation of a CFD, 4) amending the current JPA and 5) amending the current LFA. The timeline is worrisome, since there may not be enough time to approve and form the CFD. The Board emphasized the need for clear and specific allocation of the funds in order to be able to go the voters. Councilmember Mathews also expressed that in the coming FY direction should be given to the Library Director to using the money in the budget to get projects shovel ready and also to come back to plan and initiate legally permissive public information activities. The Board unanimously agreed. Based on Gene Bregman's advice the public should be educated on very specific issues. Councilmember Mathews suggested the formation of a new time-limited Facilities Master Plan Committee that is not a Brown Act Committee but with a specific sunset to work with staff and consultants on the following important issues: scope of improvements; sequence of anticipated improvements to facilities over a three year time line; financial coordination and oversight of the bond revenue; and coordination of construction management. It was suggested that the Chair appoint this FMP committee. It was suggested that a Citizen Member should also be part of the committee. The Committee can be viewed as an advisory group to the LJPB. In essence it is very important to come to an agreement as soon as possible.

The Board members discussed the expectations and goals of the proposed FMP committee. The date of the commencement of the FMP committee was discussed. The committee is not meant to make decisions but present findings to the JPA just to bring clarity so that the Board can take appropriate action. Board consensus was to make the committee a Brown Act committee.

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

**That the Board accept the report and that the Board expect the Director to work with the administrators group, Bond and City counsels and to come back with the most straightforward mechanism in performing the CFD that ensures oversight by the entities involved.**

UNAN

Absent: Friend, McPherson, Reed

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

**That the Board ask the Chair to appoint a new time-limited FMP committee staffed by library staff with the jurisdictions welcome to send representatives as observers. This committee is to work with our staff and appropriate consultants to focus on the following issues and to return to the JPA for action as recommendations are ready: the scope of the improvements to be included in the revenue measure; the sequence of the facility improvements over the anticipated three year time line; the financial coordination and oversight for the facilities revenue; and the coordinated construction management of the projects.**

UNAN

Absent: Friend, McPherson, Reed

11. WRITTEN COMMUNICATIONS

- A. Patron Written Comments
- B. Security Incidents Log. Both Councilmember Termini and Councilmember Mathews expressed grave concerns about the severity of some of the incidents occurring and are asking for clear instructions from the City Attorney to get firm guidelines for issuing bans and that the Library's incident reports are being integrated with the City's new downtown accountability program. Director

Landers clarified that a person banned from one branch is banned from all branches equally.

- C. Website Statistics for April 2014
- D. Articles about Santa Cruz and California Libraries
- E. Articles on Libraries Nationwide

12. BOARD MEETING CALENDAR  
No changes

13. NEXT MEETING

The LJPB will adjourn from the Regular Meeting of Monday, June 2, 2014 to the next regularly scheduled meeting on Monday, July 7, 2014 at 6:30 pm at the Downtown Branch Library Community Meeting Room.

14. ADJOURN

The regular meeting adjourned at 8:10 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 JUNE 2014

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

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

Summer Reading 2014 – Paws to Read – started on Monday, June 9. Children are signing up on line at home and in the branches, at the branches after programs, and in the first week - before school was out - several classes came to Live Oak and Branciforte for one last library visit and to sign up for Summer Reading. Over 1000 children signed up in the first 5 days and over 2000 in the first 10 days. For the first time ever, we may need to print more booklets.

#### **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 beloved Brio Train Table at Live Oak Branch is out for renovation. There is a sign explaining this and the kids are asking about it. One little boy was looking for the train and his mom read him the sign. He stood there and then said, “Oh train I miss you so much.” He did play with other toys, but came back in a few minutes saying again, “Oh, train I miss you.” We will celebrate the train’s return to Live Oak sometime in July. A local woodworkers group is donating the renovation (see later entry for details).

Summer reading has really take off at Garfield Park! Before the end of the second week we had almost 140 kids signed up! To advertise the summer reading program there was a display in the children’s area with books about pets or books to read to pets. There was also a display put together by a patron that had books about identifying animal tracks and other “pawsitively” interesting titles.

The Reviewers (the staff group that meets to talk about & create book & other media reviews) continues to meet, to create reviews, & to plan new efforts. Teresa alerted Diane Cowen to the possibility of working with In the Stacks, which hosts video book reviews by library staff. The Reviewers long have been eager to offer reviews in video format, & they investigating this option.

Boulder Creek’s book displays team, aides Whitney, Chloe and Alex, created displays for children: “Beat the Heat with a Cool Friend” (penguins); “Teddy Bears” and “Paws to Read-Summer Reading” (dogs & cats). Whitney also created one for adults: “Welcome to Oxford” (stories set in Oxford, England).

Capitola had 2 wonderful displays in June, both centered on the theme of celebrating and honoring diversity. The display for adults was entitled, “Shades of Diversity” and the one

for kids was, “Beautiful Differences”. Folks enjoyed the items featured on both of the displays.

A new sign/SCPL logo “CONNECT, INSPIRE, INFORM” at La Selva Beach branch is getting a lot of library patrons’ attention. The sign has been created by LSB’s library Aide Lucia Corrales. Lucia also put together a beautiful READASaurus display in children’s area. This display comes with lots of picture books about dinosaurs, giant pictures of dinosaurs on the wall and dinosaur themed coloring pages.

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

## **2. LIFELONG LEARNING**

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

Heather Norquist worked with the Reference Team on our yearly database evaluation process. We obtained trial access to evaluate 26 new databases and e-book platforms. After considering recommendations and negotiating with vendors, we decided to add: A to Z; Core Concepts: Biology, Periodic Table, Chemistry; Digital Literacy; Enki; eSequels; LawDepot for Libraries; McGraw Hill Access Science; National Geographic 1994- Current; Power Knowledge: Earth & Space Science, Physical Science, Life Science, and Tumblebook Premium. We are still in negotiations with several other database providers.

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

The Legos Robotics classes at Downtown and Aptos were a great success. Program Librarian Laura Whaley is looking into a Beginning Electronics series for the fall at Downtown and Scotts Valley.

Summer Reading 2014 – Paws to Read – Programs are enticing families and children to all library branches for a wide variety of programs. Programs staff has ongoing literacy (storytime) and craft programs that are very well attended. In addition, we have hired performers who draw big crowds. In the first two weeks of Summer Reading we have hosted Kenn Adams’ Adventure theater, Coventry and Kaluza: Circus Fun!, and Magician Brian Scott. Children and families have had the opportunity to watch movies, make Catnip Critters, play with bubbles, make coffee filter roses, and make paw print art all in the first two weeks of Summer Reading.

The Friends of the Boulder Creek Library sponsored Shakespeare to Go at Boulder Creek as they have done since the 1980s. This year students from UCSC’s Theater Arts

department performed a very successful, condensed version (a 1 hour adaptation of a 4 ½ hour play!) of Hamlet in our amphitheater. 87 people were very happily entertained. The Boulder Creek Friends also held a last day of school party with root-beer floats for all at the branch. 89 people enjoyed this popular treat! 45 Boulder Creek patrons enjoyed a Magic Show by Brian Scott, magician extraordinaire.

Capitola had phenomenal attendance at both of our Summer Reading performances. We had approximately 100 children and adults entertained by the amazing Coventry and Kaluza and 150 enjoying the wonderful magic of Brian Scott! It was profound to see so many folks gathered together in our library branch laughing and delighting in the 2 performances.

65 people came to see “Caterpillar Puppets” at La Selva Beach. LSB’s Sand Castle workshop attracted more than 75 participants that came from all over Santa Cruz County. In June, Sandi Imperio, LSB’s programming librarian, led three well attended workshops: Coffee Filter Roses, Kitty Katnip Kritters, and Collage Workshop.

**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 staff continued to offer classes in downloading e-books. Patrons consistently offer thanks for these classes: “It’s so wonderful that the library does this,” & the reference team is revising its offerings in light of all that it has learned from the attendees.

The new PCs are fully deployed in all locations. The new self check kiosks have been received and are being programmed. Going live is still a few weeks away. Staff need to complete PCI compliance training since we will begin handling credit cards. The new copiers were installed downtown and the other locations are waiting on parts to be available so the “construction” can be completed.

### **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.**

Program Librarian Jeanne O’Grady contacted The Santa Cruz Toy Makers about possibly repainting the base of the Brio Train table at Live Oak. John Hall came to the branch, looked it over, determined it cannot be repainted because of a coating on the surface. Then he offered to make a new table top and paint it like the original. And he said, “this is fun stuff to do with our time and woodworking tools and is at no cost to you.”

Director Landers, Janis O’Driscoll and Friends President Pete Cullen met with the Santa Cruz Warriors to discuss possible collaborative programs.



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

Reference staff worked with representatives of Santa Cruz Pride to create a display of books & DVDs celebrating Pride Month & the SC Pride Parade. We received a lovely note from the coordinator with whom we worked who noted “the support **and** the enthusiasm” of SCPL staff.

Boulder Creek and Scotts Valley Libraries served as polling places on Election Day.

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

There is a long list of merchants who will be accepting Book Bucks (formerly Summer Reading Dollars) and the merchants who donated prizes to the teen raffle to be held in August. When you are out and about please thank them for their generosity and support of the library. We couldn't have such a successful and fun Summer Reading Program every year without their support.

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

The Library welcomed 13 new volunteers in June and implemented two new volunteer programs: “Grounds Groomers” (weekly light landscape duties) and “Dust Busters” (weekly deep cleaning of patron computer stations) both at the Downtown branch. In addition, a crew of energetic volunteers stepped forward for a morning cleaning session at Garfield Park.

A new Spanish speaking volunteer for the “Dial a Story” program has been identified as the previous volunteer graduated high school and is off to college.

Current recruitments are underway for a Tales to Tails Assistant at the Aptos Branch, and a “Grounds Groomer” at the Branciforte Library.

Volunteer hours in May remained strong with 141 volunteers logging 994 hours of service, representing a 34% increase in hours and a 31% increase in volunteers over May 2013.

For Hanna Pitz and Jason Pell, AmeriCorps VIP fellows, June 30 marked the end of their term with the Santa Cruz Public Libraries. Over the past 10 months their energy, support, creativity and talent have strengthened the Libraries' volunteer program. We're fortunate that they transitioned from VIP Fellows to Library employees on July 1 and will fill in as Temps until the permanent Volunteer Coordinator Assistant can be hired, probably in September.

**4. WELCOMING PLACE**

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

The Board created a sub-committee to keep the issues related to getting a financial measure on the ballot, moving forward. That committee met June 23 and is submitting recommendations to the Board at the July meeting.

Director Landers has also made progress on CFD formation options, advance planning recommendations, and how to proceed with the public education campaign. These are also included in reports for the July LJPB meeting.

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

A number of new electronic databases have been added as discussed in the technology section.

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

**5. FINANCIAL SUSTAINABILITY**

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

The FY14/15 budget was approved and the Library is poised to finish the FY13/14 year with 2 month reserves intact and an additional cash flow reserve available.

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

First 5 of Santa Cruz County will continue their support of early literacy programs at the library with a \$3,100 grant for fiscal year 2014-15. The money will be used to buy new Brio trains and accessories for the Train table at Live Oak and to have a Welcome Back Train Party. We will strengthen our partnership with Raising a Reader, using some of these funds to buy bags and books to give to the approximately 500 RAR participants we see at library visits each year. Remaining funds will be used to buy toys and other materials for all branches to replace materials that are well loved but worn.

**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.**

Presentations on the past and upcoming years were made to both the Santa Cruz City Council and the County Board of Supervisors. This is done annually to all jurisdictions.

**6. ORGANIZATIONAL READINESS**

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

Staff at Boulder Creek helped to train 5 Library Assistant II on-calls.

A new Learning Systems Coordinator was hired. Her name is Amy Chirman and starts work as soon as her paperwork is completed. She has a strong background in staff development using a variety of inperson and virtual techniques, is well versed in the principles of the learning organization and developed a customer service training for students working in the UCSC libraries.

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

Director Landers completed her year of mentoring a staff member in the Parks and Recreation Department.

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

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

MONTHLY STATISTICAL REPORT  
FY13/14

	Circulation		%change	Visitors		Circ/Vis		Visitors/Open Hr	
	FY 12/13	FY 13/14		FY 12/13	FY 13/14	FY 12/13	FY 13/14	FY 12/13	FY 13/14
May	23,515	22,495	-4%	12,070	10,286	124	120	64	55
Aptos	4,319	4,991	16%	2,701	3,041	28	34	18	21
Boulder Creek	8,950	9,384	5%	7,577	7,576	60	65	51	53
Branciforte	12,006	13,239	10%	5,722	5,943	73	80	35	36
Capitola	47,623	43,111	-9%	32,382	31,882	205	187	140	139
Downtown	2,667	2,874	8%	1,820	1,735	21	23	14	14
Felton	4,222	3,871	-8%	3,381	3,318	36	35	29	30
Garfield Park	1,670	2,146	29%	2,294	3,001	13	17	19	24
La Selva Beach	14,170	13,645	-4%	9,036	8,511	93	95	59	59
Live Oak	24,202	23,208	-4%	14,936	13,980	127	123	79	74
Scotts Valley	3,108	3,229	4%	1,534	1,236				
Outreach	146,452	142,193	-3%	93,453	90,509	782	780	506	504
Subtotal	11,990	13,427	12%	120,205	110,342				
ebooks	1,687	2,925	73%	93,453	90,509	782	780	506	504
e-audio/visual	160,129	158,545	-1%						
TOTAL	489,775	504,426	3%						
website hits									

	Circulation		%change	Visitors		Circ/Vis		Visitors/Open Hr	
	FY 12/13	FY 13/14		FY 12/13	FY 13/14	FY 12/13	FY 13/14	FY 12/13	FY 13/14
June	23,575	22,495	-4%	11,091	10,286	130	120	61	55
Aptos	4,571	4,991	16%	3,139	3,041	33	34	23	21
Boulder Creek	8,233	9,384	13%	1,017	7,576	62	65	8	53
Branciforte	12,280	13,239	10%	5,456	5,943	82	80	36	36
Capitola	45,782	43,111	-6%	31,136	31,882	202	187	137	139
Downtown	2,849	2,874	1%	2,031	1,735	25	23	18	14
Felton	4,275	3,871	-10%	4,090	3,318	40	35	38	30
Garfield Park	1,811	2,146	19%	2,702	3,001	16	17	24	24
La Selva Beach	14,925	13,645	-9%	9,699	8,511	101	95	66	59
Live Oak	25,275	23,208	-8%	14,813	13,980	139	123	81	74
Scotts Valley	2,926	3,229	10%	1,321	1,236				
Outreach	146,502	142,193	-3%	86,495	90,509	830	780	492	504
Subtotal	6,288	6,288	0%						
ebooks	1,671	2,925	73%	86,495	90,509	830	780	492	504
e-audio	154,461	158,545	3%						
TOTAL	481,591	504,426	3%						
website hits									

Note: Circulation data is from Polaris. It includes in-person circulation (incl. renewals), self-checkout and on-line renewals.

Note: Circulation data is from Polaris. It includes in-person circulation (incl. renewals), self-checkout and on-line renewals.

FISCAL YEAR 13/14

MONTHLY STATISTICAL REPORT  
FY13/14

	Circulation		%change	Visitors		Circ/Open Hr		Visitors/Open Hr	
	FY 12/13	FY 13/14		FY 12/13	FY 13/14	FY 12/13	FY 13/14	FY 12/13	FY 13/14
March									
Aptos	25,284	24,750	-2%	11,645	11,950	3%	134	62	63
Boulder Creek	4,395	4,848	10%	2,865	2,944	3%	31	20	22
Branciforte	9,427	9,809	4%	7,384	7,389	0%	69	54	56
Capitola	11,667	12,559	8%	5,897	5,892	0%	74	38	39
Downtown	48,378	49,127	2%	36,502	33,540	-8%	207	156	142
Felton	2,537	2,815	11%	1,580	1,589	1%	22	13	14
Garfield Park	3,995	3,955	-1%	3,691	3,713	1%	35	33	33
La Selva Beach	1,885	2,039	8%	2,057	2,846	38%	16	18	25
Live Oak	15,213	16,280	7%	8,889	10,070	13%	103	60	65
Scotts Valley	24,711	26,756	8%	14,870	15,422	4%	131	79	81
Outreach	3,119	3,338	7%	1,428	1,328	-7%			
Subtotal	150,611	156,276	4%	96,808	96,683	0%	823	533	540
ebooks	8,753	13,842	58%						
e-audio	1,380	2,412	75%						
TOTAL	160,744	172,530	7%	96,808	96,683	0%	823	533	540
website hits	514,481	440,945	-14%	126,637	108,049	-15%			
<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>									
April									
Aptos	24,754	20,236	-18%	11,451	11,631	2%	129	60	61
Boulder Creek	4,000	4,225	6%	2,587	2,795	8%	29	19	20
Branciforte	9,242	8,376	-9%	7,544	7,688	2%	68	55	53
Capitola	11,450	11,173	-2%	5,638	5,761	2%	75	37	36
Downtown	47,600	38,139	-20%	34,668	33,085	-5%	203	148	141
Felton	2,778	2,447	-12%	1,778	1,617	-9%	25	16	14
Garfield Park	4,213	3,149	-25%	4,279	3,665	-14%	35	36	31
La Selva Beach	1,828	1,876	3%	2,553	2,913	14%	16	22	24
Live Oak	15,579	12,479	-20%	10,280	9,757	-5%	97	64	61
Scotts Valley	25,822	20,310	-21%	15,072	14,225	-6%	134	79	74
Outreach	3,492	3,305	-5%	1,568	1,417	-10%			
Subtotal	150,758	125,715	-17%	97,418	94,554	-3%	812	535	515
ebooks	10,349	8,753	-15%						
e-audio	1,235	2,111	71%						
TOTAL	162,342	136,579	-16%	97,418	94,554	-3%	812	535	515
website hits	490,265	478,184	-2%	121,594	104,716	-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. APRIL: Hybrid month stats from Polaris and Evergreen. Note that the drop in stats everywhere during April was due to the fact that selfcheck was not in operation for the period of time that we were running in offline mode just before we went live on Polaris</i>									

MONTHLY STATISTICAL REPORT  
FY13/14

	Circulation		%change	Visitors		%change	Circ/Open Hr		%change	Visitors/Open Hr		
	FY 12/13	FY 13/14		FY 12/13	FY 13/14		FY 12/13	FY 13/14		FY 12/13	FY 13/14	
January												
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%						
Subtotal	158,870	146,163	-8%	98,503	98,022	0%	870	820	-6%	549	558	2%
ebooks	7,552	9,097	20%									
e-audio	1,399	2,298	64%									
TOTAL	167,821	157,558	-6%	98,503	98,022	0%	870	820	-6%	549	558	2%
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>												
February												
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%						
Subtotal	140,159	137,759	-2%	90,330	91,065	1%	851	841	-1%	553	563	2%
ebooks	8,891	11,187	26%									
e-audio	1,271	2,027	59%									
TOTAL	150,321	150,973	0%	90,330	91,065	1%	851	841	-1%	553	563	2%
website hits	462,791	445,648	-4%	117,217	100,130	-15%						
<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

November	Circulation		Visitors		Circ/Open Hr		Visitors/Open Hr	
	FY 12/13	FY 13/14	FY 12/13	FY 13/14	FY 12/13	FY 13/14	FY 12/13	FY 13/14
Aptos	24,324	21,609	12,792	10,553	145	130	76	64
Boulder Creek	4,654	4,632	2,971	2,925	35	37	23	23
Branciforte	9,229	9,456	7,021	6,917	72	76	55	56
Capitola	11,166	11,962	5,889	5,597	78	85	41	40
Downtown	47,482	42,724	31,854	26,675	229	208	154	130
Felton	2,475	2,747	1,568	1,723	23	26	15	16
Garfield Park	3,350	3,863	3,578	3,327	33	40	35	35
La Selva Beach	1,964	1,730	1,532	2,548	18	16	14	24
Live Oak	14,294	14,894	7,881	7,874	105	116	58	62
Scotts Valley	23,972	22,988	13,911	13,958	143	138	83	84
Outreach	3,247	2,810	1,505	1,563				
Subtotal	146,157	139,415	90,502	83,660	881	874	553	533
ebooks	11,184	8,670						
e-audio	2,103	1,850						
TOTAL	159,444	149,935	90,502	83,660	881	874	553	533
website hits	355,157	441,528	103,504	102,259				

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

December	Circulation		Visitors		Circ/Open Hr		Visitors/Open Hr	
	FY 12/13	FY 13/14	FY 12/13	FY 13/14	FY 12/13	FY 13/14	FY 12/13	FY 13/14
Aptos	23,475	21,280	10,239	10,630	141	122	62	61
Boulder Creek	4,097	4,210	2,900	2,598	32	35	22	22
Branciforte	7,674	8,275	7,021	6,283	62	69	57	52
Capitola	10,301	11,334	5,884	5,156	73	89	42	40
Downtown	46,431	43,328	31,511	28,333	222	198	151	129
Felton	1,921	2,614	2,463	1,327	18	27	23	14
Garfield Park	2,909	3,884	3,343	3,277	30	38	34	32
La Selva Beach	1,655	1,612	1,166	2,225	16	16	11	21
Live Oak	14,053	15,084	8,623	8,810	106	103	65	60
Scotts Valley	21,232	22,395	13,004	12,580	128	129	78	72
Outreach	2,377	2,638	1,181	1,258				
Subtotal	136,125	136,654	87,335	82,477	828	825	545	504
ebooks	10,168	9,023						
e-audio	1,349	2,042						
TOTAL	147,642	147,719	87,335	82,477	828	825	545	504
website hits	461,921	429,827	111,531	99,951				

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

MONTHLY STATISTICAL REPORT  
FY13/14

September	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
Aptos	23,703	22,189	-6%	12,030	11,246	-7%	136	126	-7%
Boulder Creek	3,943	4,315	9%	2,676	2,724	2%	30	34	13%
Branciforte	8,700	8,681	0%	6,573	7,111	8%	68	68	0%
Capitola	10,872	11,234	3%	4,776	4,739	-1%	74	79	6%
Downtown	46,868	42,989	-8%	35,410	31,020	-12%	215	195	-9%
Felton	2,174	3,063	41%	1,532	1,590	4%	21	28	37%
Garfield Park	2,986	3,884	30%	3,022	3,365	11%	31	36	18%
La Selva Beach	1,675	2,088	25%	1,372	2,197	60%	16	19	21%
Live Oak	14,612	15,515	6%	8,281	8,947	8%	109	105	-4%
Scotts Valley	24,161	23,813	-1%	13,970	14,986	7%	139	135	-3%
Outreach	3,047	2,935	-4%	1,408	1,414	0%			
Subtotal	142,741	140,706	-1%	91,050	89,339	-2%	838	826	-2%
ebooks	6,868	9,424	37%						
e-audio	2,373	1,961	-17%						
TOTAL	151,982	152,091	0%	91,050	89,339	-2%	838	826	-2%
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/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
Aptos	24,345	22,721	-7%	12,030	10,684	-11%	122	114	-7%
Boulder Creek	4,523	5,002	11%	3,235	3,277	1%	31	34	8%
Branciforte	9,296	9,821	6%	7,345	8,183	11%	65	65	0%
Capitola	11,801	12,948	10%	5,297	5,835	10%	74	78	5%
Downtown	48,084	44,527	-7%	35,642	31,659	-11%	198	183	-7%
Felton	2,726	3,136	15%	1,663	2,241	35%	23	25	9%
Garfield Park	3,409	4,025	18%	3,368	4,048	20%	27	33	22%
La Selva Beach	1,973	1,920	-3%	2,162	2,939	36%	16	15	-8%
Live Oak	15,929	15,959	0%	9,022	9,972	11%	95	95	0%
Scotts Valley	24,988	24,076	-4%	14,442	15,154	5%	125	120	-4%
Outreach	3,912	3,362	-14%	1,615	1,502	-7%			
Subtotal	150,986	147,497	-2%	95,821	95,494	0%	776	761	-2%
ebooks	9,308	8,893	-4%						
e-audio	2,593	1,788	-31%						
TOTAL	162,887	158,178	-3%	95,821	95,494	0%	776	761	-2%
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		%change	Visitors		%change	Circ/Open Hr		%change	Visitors/Open Hr		
	FY 12/13	FY 13/14		FY 12/13	FY 13/14		FY 12/13	FY 13/14		FY 12/13	FY 13/14	FY 12/13
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%						
<i>Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.</i>												
August												
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%						
<i>Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.</i>												

## STAFF REPORT

DATE: July 7, 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

#### **Sarah Harbison, Paula Contreras, Gabe Reyes**

After 3 different sub cancellations of my ref shift in SCV; these folks worked together to cover that shift. Thanks to Gabe for doing the scheduling and to Sarah and Paula for switching around their own schedules to take desk shifts. I really appreciate it! Yay team! (M. McGrew-Frede)

#### **Leslie Auerbach**

Leslie was an extremely valuable participant in the database evaluation process this year. She volunteered to evaluate 14 databases, and her recommendations were thoroughly considered and based on whether a database would meet the needs of our patrons. (H. Norquist)

#### **Briana Garcia and Sandra Zamora**

Paws-itively going above and beyond -- re-creating the super-duper Summer Reading Program Mascots that grace the Aptos YP room for the Branciforte YP room ... and surprising us with a special delivery last Saturday... These gals Rock! Thank you, Thank you! (L. Meyer)

TO: Finance Committee- Library Joint Powers Authority Board  
 FROM: Marcus Pimentel, City of Santa Cruz Finance Director (06/20/14)  
 RE: Monthly Dashboard Report: Library's May 2014 financials



May 2014  
 Preliminary,  
 Unaudited

Contained herein is the preliminary, UNAUDITED May 2014 Dashboard summary report. In general, revenues remain ahead of our target by 2.7% and expenditures are slightly over-budget by 0.1% due to one-time payments. This has resulted in only a year-to-date net operating loss of \$80,449 and a projected annual loss of \$170,000. This is lower than the planned multi-year spending that would exceed current year revenue by \$455,497. This amount of prior year resources was intended to cover one-time payments like the retirement of debt and prior year costs, and Board approved projects, like self-check systems and new copiers.

	Last 3-months Actual Results					Fiscal Year to Date	Percent of Budget Comparison	
	March	April	May	YTD			Months completed	Positive / (negative)
				Actuals	Budget			
<b>Net operations (Major accounts)</b>								
<b>Revenue:</b>								
(2) Sales Tax	\$ 617,571	\$ 420,569	\$ 560,785	\$ 6,245,170	\$ 6,617,000	94.4%	91.7%	2.7%
MOE- Member Contributions	426,225	426,225	426,225	4,686,310	5,135,000	91.3%	91.7%	(0.4%)
Library Fines	14,005	11,510	14,335	163,854	200,000	81.9%	91.7%	(9.7%)
Other Revenue	7,505	147,027	69,704	343,015	174,690	196.4%	91.7%	104.7%
Subtotal Operating Revenue	1,065,307	1,005,331	1,071,049	11,438,349	12,126,690	94.3%	91.7%	2.7%
(3) Budgetary Financing Sources					455,497			
<b>TOTAL REVENUE</b>	<b>\$ 1,065,307</b>	<b>\$ 1,005,331</b>	<b>\$ 1,071,049</b>	<b>\$ 11,438,349</b>	<b>\$ 12,582,187</b>			
<b>Expenditures:</b>								
(4) Payroll	\$ 613,545	\$ 604,113	\$ 551,152	\$ 7,073,009	7,703,251	91.8%	91.7%	(0.2%)
(3) Books (w/Grants)	79,696	21,898	30,167	1,052,824	1,213,804	86.7%	91.7%	4.9%
Janitorial Services	10,086	8,992	9,698	101,805	117,100	86.9%	91.7%	4.7%
Building & Facility	45,952	19,230	35,701	293,189	496,743	59.0%	91.7%	32.6%
Rent (Equip, Building, Land)	25,571	25,571	25,571	285,256	312,500	91.3%	91.7%	0.4%
Utilities	47,151	41,659	36,890	393,688	430,000	91.6%	91.7%	0.1%
Other expenditures	144,901	339,203	343,859	2,319,028	2,308,789	100.4%	91.7%	(8.8%)
<b>TOTAL EXPENDITURES</b>	<b>\$ 966,902</b>	<b>\$ 1,060,666</b>	<b>\$ 1,033,038</b>	<b>\$ 11,518,799</b>	<b>\$ 12,582,187</b>			
<b>Net Gain / (Loss)</b>	<b>\$ 98,405</b>	<b>\$ (55,335)</b>	<b>\$ 38,011</b>	<b>\$ (80,449)</b>	<b>\$ -</b>			

	Trust Current Assets		Trust Current Assets (cont.)	
	Balance	Trust	Balance	Trust
(6) Total pooled cash	2,297,789	2,448,760	240,013	93,224
(6) 2-month reserve target	2,014,833	2,014,833	Leet-Corday	12,505
(6) Excess cash/(reserve deficit)	282,956	433,927	Morely	44,723
(7) Total Current Assets	3,353,565	2,460,515	Hale	27,974
Accounts Payable	81,863	91,056	Gruber	

- Notes:**
- 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 was made in March 2014.
  - 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).
  - The adopted budget included financing sources of an initial \$324k from board approved, one-time reserves to fund one-time payments (L.S, pay off debt, capital maintenance, materials, etc). The initial amount was increased for additional, prior-year projects re-budgeted in the current year using prior-year surpluses.
  - For the current year, August '13 and January '14 payroll costs included a third payroll cycle. For next year, August and January will also have a third payroll cycle.
  - In May the four largest expenditures within 'Other expenditures' included: [Computer equipment at \$238k]; [Financial services - outside at \$40k]; [Software maintenance services at \$24k]; and [Other professional & technical services at \$18k].
  - Earlier this fiscal year, planned one-time costs temporarily reduced cash balances below the targeted, year-end reserve. For May, cash was above the reserve by \$556,677.
  - Prior monthly adjustments: March & April's "Other Revenue" were revised to reflect additional accruals of \$1,128 & 1,456 each. March's "Other Expenditures" was revised to reflect additional accrual of \$805.75.

**FACILITIES MASTER PLAN  
MONTHLY JPB UPDATE: JULY 2014**

**1. CFD FORMATION**

Library Director Landers worked with Chick Adams of Jones Hall and City Attorney John Barisone. See separate report and recommendations.

**2. PROJECT PLANNING**

Library Director Landers spoke with David Schnee of Group 4 Architects and Planning (and authors of the Facilities Plan) about possible next steps. It is highly recommended that planning begin as soon as possible in order to have the larger projects closer to “shovel ready” at the time the measure passes in June 2015. There are various ways to accomplish this. The jurisdictions could join together and hire one architect to assist with the planning phase even if different architects are selected for the final design and construction. Alternately, each jurisdiction could be responsible for its own planning for its specific projects. Given the recommendation by the Board FMP Committee to have each jurisdiction be responsible for its projects, the latter is probably the better way to proceed at this point.

At this point, Felton is well on the way in its process and Capitola has re-formed a library planning committee. Nothing is underway for the other 8 projects.

If the decision is for a coordinated planning effort then Library Director Landers will work towards coordinating that effort. If left to each jurisdiction, then she will make herself available to each of the jurisdictions to assist in any way she can.

**3. PUBLIC OUTREACH AND EDUCATION**

Library Director Landers met with Bill Maxfield of Maxfield Communications. They discussed the scope of a possible contract. That scope is attached. The public outreach and education aspect is critical to the success of the measure and is not to be confused with a political campaign that might be independently waged. The Library has neither the resources nor the expertise to accomplish this type of focused education campaign on its own. Mr. Maxfield is very experienced with public campaigns such as this and is local. His recommendation is to begin an education campaign by September. The next step is to approach other potential vendors and get three formal quotes for an equivalent scope of work. The FY15 budget does allocate funding for election related expenses such as this.

**4. BOARD COMMITTEE**

The committee was appointed by Chair David Terrazas with the following members:

Councilmember Cynthia Mathews  
Councilmember Mike Termini  
Citizenmember Sean Campbell  
Supervisor Bruce McPherson

The committee met on June 23 and Councilmember Mathews was elected Chair and Councilmember Termini was elected Vice-Chair. At the first meeting they discussed their charge and

developed a strategy to approach each issue as described below. The next meeting is July 28, but may get replaced by a Special Study Session involving the full Board.

- **SCOPE OF PROJECTS-** The projects as defined by the plan were discussed as well as the additional requests from Supervisor Leopold for Live Oak. A smaller group of electeds and administrators has met a couple of times to address this issue with no resolution thus far. This group does continue to meet and discuss the outstanding issues. There was agreement that the final decision needs to be made by the LJPB and not by any one of the committees. A motion was made to recommend the following to the LJPB:

**The LJPB shall hold a study session and/or go on a tour of the branches with Group 4 Architecture, Research and Planning (the authors of the FMP) and the Library Director with the purpose of better understanding exactly what \$63 million will “buy” for each facility and what reductions from that total amount would mean.**

A chart is included showing the proposed projects, at this time.

- **SEQUENCE OF PROJECTS**
  - Library Director Landers presented a sample of a possible sequencing. This has not been vetted by either a professional construction managers or architects and is presented as a first draft. Finalization is dependent on finalizing the list and scope of projects. No action needed at this time. It is attached here as information only.

- **FINANCIAL COORDINATION AND OVERSIGHT**

- Library Director Landers presented several different approaches. The committee discussed them and recommends the following:

**When the measure passes, the CFD will issue the bonds. At that time, the CFD will distribute the funds to each jurisdiction for the projects that will be explicitly described in the CFD agreement. Each jurisdiction will be expected to build what is described and will be required to do so in close consultation with a designated Library liaison and with each other in order to achieve maximum efficiencies in purchasing and economies of scale, wherever possible.**

- **COORDINATED CONSTRUCTION MANAGEMENT**

No specific motion was made but there was a request that, as part of the study session, Group 4 discuss various ways to achieve purchasing efficiencies. Library Director Landers did explain a couple of ways other libraries have approached this. One is to have an architect or construction manager employed by the Library who ties the projects together and is responsible for coordinating purchasing of Furniture, Furnishings and Equipment (FF&E).

The other option would be to develop minimum design standards for all the facilities prior to finalization of design and construction. San Jose hired an architect to develop these standards and then engaged about 5 different architects to complete the projects. Group 4 is currently doing this for Dayton, Ohio. The result is individuality based on the needs and desires of the specific communities, but there is also a certain familiarity for patrons no matter which San Jose

branch they go to. It can be relatively simple or more extensive. Options and specifics would be included in the Special Study Session.

The Committee did direct Library Director Landers to provide more information on the cost of developing such standards as well as more specifics as to what would be included. No Board action is needed at this time. The Committee will explore this further and will bring a recommendation to the full Board at a later time.

**5. FINANCE COMMITTEE**

The Board Finance Committee requested that an estimate of election related costs be shared with the LJPB. Some of these are very preliminary

DESCRIPTION	ESTIMATED COST	VENDOR	DATE
Financial consultant to establish tax rates	\$ 22,500	NBS	under contract since FY13/14. Paid \$13,887 to date. <b>\$8,613</b> remaining
CFD formation and related legal expenses	\$ 3,000	Jones Hall	July-Dec 2014
Public Education	\$ 50,000 -80,000	TBD	August 14-May 15
Polling	\$ 15,000	Gene Bregman	March/April 2015
Election itself	\$ 500-700,000	County Elections Dept	June 2015
System-wide pre planning	\$ 50,000.00-? depending on scope	RFP for architect	September 2014

**ACTIONS RECOMMENDED:**

1. **CFD Formation:** See separate report for recommended actions
2. **Project Planning:** Affirm approach to project planning prior to the election: each jurisdiction individually or a coordinated effort.
3. **Public Outreach and Education:** Direct Director Landers to continue the process of contracting for a consultant to advise on public outreach and education and to bring a draft contract to the August 4 meeting for approval by the LJPB.
4. **Board Committee:** Adopt motions as recommended by the Committee
  - a. The LJPB shall hold a study session and/or go on a tour of the branches with Group 4 Architecture, Research and Planning (the authors of the FMP) and the Library Director with the purpose of better understanding exactly what \$63 million will “buy” for each facility and what reductions from that total amount would mean.
  - b. When the measure passes, the CFD will issue the bonds. At that time, the CFD will distribute the funds to each jurisdiction for the projects that will be explicitly

described in the CFD agreement. Each jurisdiction will be expected to build what is described and will be required to do so in close consultation with a designated Library liaison and with each other in order to achieve maximum efficiencies in purchasing and economies of scale, wherever possible.

**Santa Cruz Public Libraries**  
**Public Outreach & Education Scope**

SCPL is seeking highly qualified firms that can provide services which may includes, but are not limited to, the following:

- Message development
  - Define the library system
  - History
  - Future plans
  - Needs
- Strategy and writing
  - Craft outreach strategy
  - Develop written materials to support strategy
- Stakeholder outreach, community relations and speaking opportunities
  - Identify and connect with stakeholders
  - Create and execute community relations strategies
  - Identify and coordinate speaking opportunities
- Branding, collateral development and production
  - Graphic design and materials development/production
  - Multiple mediums/platforms, such as printed collateral, web content, banners, etc.
- Media relations
  - Proactive and reactive media relations strategy and outreach
  - Press release writing, op-eds, editorial boards, letters-to-the-editor
- Social media
  - Deliver SCPL message via multiple social media platforms
- Online promotion and strategies
  - Analyze, make specific recommendations and write copy for SCPL website
  - Utilize Mail Chimp or similar to deliver SCPL message
- Advertising
  - Develop targeted, strategic advertising plan
  - Ability to place ads across multiple platforms, such as online, print, public transportation, radio, etc.
- Video
  - Produce video content that can be utilized on the web and via PSA/local TV
- Event concept and execution
  - Press events, community events, key stakeholder events
- Integrated social marketing
  - Deliver messages across multiple platforms/channels, integrating earned media, social media, video, events, collateral materials and online marketing

Possible budget range: \$50-80K



	APTOS	BOULDER CREEK	BRANCIFFORTE	CAPITOLA	DOWNTOWN	FELTON
	Built 1975	Built 1984	Built 1967	Built 1999	Built 1968	Built 1893
CURRENT SF	8,000 SF	4,600 SF	7,500 SF	4,320 SF	44,000 SF	1,250 SF
PLAN RECOMMENDED SF	11-16,000 SF	4,600 SF	7,500SF	12-15,000 SF	44,000SF	up to 9,300 SF
NEW SF	11,000 SF	4,600 SF	7,500 SF	12,000 SF	44,000 SF	9,300 SF
USAGE STATISTICS	Avg Visitors/Month 11,145 22,808	2,890 4,620	7,321 9,179	5,664 12,222	31,248 44,538	1,774 2,811
ORIGINAL RECOMMENDED PROJECT BUDGET RANGE	construction costs not adjusted for inflation TOTAL: \$62.98- 82.98 million	\$1.6-1.8 million	\$1.5-1.7 million	\$10.2-12.9 million	\$24.9-35.6 million	\$8.6 million
REVISED RECOMMENDED PROJECT BUDGET	adjusted for 4.5% inflation per year TOTAL: \$63.1 MILLION	\$1.6 million	\$1.6 million	\$11.4 million	\$27 million	\$9.4 million
OPTION DETAILS	All branches include creating 21st Century libraries (see explanation below), better designed service desks and self check placement Replacement of furniture, floor coverings, etc.	Bathrooms redone to meet ADA	Restore meeting/study room. Defined teen space.	New 12,000 SF	Gut and remodel. Keep shell. No change in size. Not included in estimate is relocation for up to 2 years and removal of remaining asbestos. The estimated cost of these two is about \$2 million	New 9,300 SF

The term "21st Century Libraries" refers to a variety of design features that are being incorporated into modern libraries. The focus is on creating spaces for people to use the library in a variety of ways. This means spaces for quiet work as well as group study. Typically, teens are afforded their own space where they can be relatively active and noisy. Group study rooms and designated meeting rooms or flexible spaces that can be used for meetings or solitary work/study/reading are also the norm. This speaks to the role of the library in being a community gathering place. Special uses such as Makers Spaces or audio/video production are becoming common. Shelving is lower with a greater emphasis on accessibility than on quantity. Growth in the physical collection is reducing as electronic materials grow in demand and usage which allows shelving to be lower while occupying the same real estate. Access to electricity necessary to charge personal devices- laptops, phones, tablets, etc. is critical. Square footage needs are actually increasing as the need for personal work spaces, meeting and gathering, as well as robust programming takes precedence over pure circulation of printed materials in terms of how libraries are used. Displaying more books face out in enticing displays of popular, new and seasonal materials is termed the "marketplace" and has become standard in public libraries

	GARFIELD PARK	LA SELVA BEACH	LIVE OAK	SCOTT'S VALLEY	HEADQUARTERS
	Renovated 2002	Built 1975	Built 2006	Built 2011	Built 2008
CURRENT SF	2,343 SF	2,200 SF	13,500 SF	13,150 SF	13,800 SF
PLAN RECOMMENDED SF	2,343 SF	2,200 SF	13,500 SF	13,150 SF	13,800 SF
NEW SF	2,343 SF	2,200 SF	13,500 SF	13,150 SF	13,800 SF
	Current total SF= 114, 663				
	Total recommended system SF= 133,393-141,393 SF				
	Total SF according to current plan= 133,393				
	Total additional system SF=18,730 SF				
USAGE STATISTICS	Avg Visitors/Month 3,470	2,660	9,289	14,936	NA
	Avg Circulation/Month 3,852	1,957	15,027	23,919	
ORIGINAL RECOMMENDED PROJECT BUDGET RANGE	construction costs not adjusted for inflation TOTAL: \$62.98- 82.98 million	\$508,000	\$1.5-1.7 million	\$5.4-5.6 million	\$724,000
REVISED RECOMMENDED PROJECT BUDGET	adjusted for 4.5% inflation per year TOTAL \$63.1 MILLION	\$300,000	\$1.7 million	\$1 million	\$400,000
OPTION DETAILS	All branches include creating 21st Century libraries (see explanation below), better designed service desks and self check placement Replacement of furniture, floor coverings, etc.	HVAC upgrade	Improved layout to provide more defined children's and teen areas. HVAC upgrade	Creation of meeting and/or group study space. Possible addition of solar but not included in cost. Possible family literacy center upstairs- cost TBD	Sound attenuation. Possibly automated materials handling. Possible solar but cost not included Elevator replacement

PRELIMINARY FMP IMPLEMENTATION SCHEDULE

	measure passes	Jun-15	Dec-15	Jun-16	Dec-16	Jun-17	Dec-17	Jun-18	Dec-18	Jun-19	Dec-19
	Feb-15										
Aptos	Conceptual design					Plan, Contract & Construction					
Boulder Creek	Conceptual design		Plan and remodel								
Branciforte	Conceptual design	Plan and remodel									
Capitola	Conceptual design		Plan, Contract & Construction								
Downtown	Conceptual design		Contract & Construction		Plan, Contract & Construction						
Felton	Entitlements										
Garfield Park	Conceptual design			Plan and remodel							
La Selva Beach	Conceptual design		Plan and remodel								
Live Oak	Conceptual design				Plan and remodel						
Scotts Valley	Conceptual design					Plan & remodel					
Headquarters										Refurbish	

## STAFF REPORT

DATE: June 23, 2014  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Library Director  
RE: CFD Formation Options

### **RECOMMENDATION:**

1. Motion to direct Library Director to proceed with Option #5 as described below and work with legal counsel to establish a JPA for the sole purpose of creating a CFD and to begin the CFD formation process.
2. Provide direction to Library Director on decisions that need to be made regarding governance and structuring of the new JPA as outlined in the report.

### **SUMMARY**

Five options were discussed with bond counsel. The Library Joint Powers Board's expressed interests in being involved in the formation and funding of the Community Facilities District, having oversight of the proceeds, and keeping the process as simple as possible, resulted in the recommendation to adopt Option #5 as described below.

### **BACKGROUND**

It has been established that it will be necessary to establish a Community Facilities District (CFD) in order to develop a ballot measure to fund a special tax to implement the recommendations in the Facilities Master Plan.

At the June 2, 2014 LJPB meeting, Director Landers was given direction to consult with Chick Adams of Jones Hall, a Professional Law Corporation, Bond Counsel and the Library's Attorney, John Barisone to review possible options and to return to the July 7 meeting with two options.

There are a variety of vehicles available to the Library Joint Powers Board (LJPB) to accomplish this. These are briefly listed here. These are then discussed in the next section.

1. Extend the term of the current JPA operational agreement and use the LJPB as the local agency which creates the CFD, imposes the special tax and issues the bonds.

2. The County Board of Supervisors can directly form a CFD. The County Board of Supervisors would be the governing body for the CFD.
3. Use the current Library Financing Authority Agreement (LFA Agreement) as the vehicle. The current LFA Board would be the local agency which creates the CFD, imposes the special tax and issues the bonds.
4. Directly form a CFD with representatives of the four jurisdictions as the governing board
5. Form a new JPA of the four jurisdictions for the sole purpose of forming a CFD, imposing the special tax and issuing the bonds and then directly form the CFD.

## DISCUSSION

1. **Extend the current JPA operational agreement and use the LJPB as the local agency which creates the CFD, imposes the special tax and issues the bonds.**

This option does not appear to be viable at this time. There is an interest in making extensive revisions to the current JPA agreement in addition to extending its expiration. It does not appear that these revisions can be made within the short timeframe available to form the CFD and create the ballot measure. The primary advantage of this option is that the current LJPB would be the governing body.

2. **The County Board of Supervisors can directly form a CFD. The County Board of Supervisors would form the CFD, impose the special tax and issue the bonds.**

This is a viable option. However, the governing body would be the Board of Supervisors which includes one party with no interest in the CFD and funding processes. This option would require a very strong separate financing agreement with the four jurisdictions which are involved. The key elements of this agreement would include granting the separate financing agreement the following authorities:

- Dictate the boundaries of the CFD
- Dictate the amount of the levy
- Determine how the proceeds would be spent
- Clauses stating:
  - Anything that comes up beyond what is stated in the agreement would be subject to approval by the JPB
  - Final actions taken by the Board of Supervisors on matters related to this CFD would be subject to review and approval of the Library JPB.

The ultimate power, however, to control all proceedings (hearings, resolutions, etc) related to the CFD would be in the hands of one of the four jurisdictions. This extends to the actual levying of the tax and the issuance of the bonds.

3. **Use the current Library Financing Authority Agreement (LFA Agreement) as the vehicle. The current LFA Board would be the local agency which forms the CFD, imposes the special tax and issues the bonds.**

This option is very similar to number 2 above except that the governing board would be the LFA members which includes representatives of the four jurisdictions rather than just of one of them. It would also include the one uninterested party. However, with the same strong financial agreement as described above, the fifth member would yield little control over outcomes.

It was originally thought that the LFA agreement would require amendment to allow it to create and fund the CFD. This has been analyzed by Bond Counsel with the following opinion rendered:

“The LFA has the authority to form a CFD and issue bonds for the library projects, without the need to amend the joint powers agreement. Our conclusion rests on the fact that all of the members of the LFA are individually authorized to form a CFD and issue bonds, and therefore it's a "common power" which can be exercised by LFA under Section 5.1 of the joint powers agreement.”

This is one of the two options recommended by Bond Counsel.

**4. Directly form a CFD with representatives of the four jurisdictions as the governing board**

This is not viable without the formation of a separate JPA. See the next option.

**5. Form a new JPA of the four jurisdictions for the sole purpose of forming a CFD, imposing the special tax and issuing the bonds and then directly form the CFD.**

A new JPA would be formed that does not include Watsonville, has very limited language, and has the sole purpose of forming the CFD, conducting the special tax election, issuing the bonds and dealing with the proceeds. This new agreement would:

- Be short and simple
- Include no operational or administrative duties
- Exist only to provide assistance with the financing of the projects

This is the option by Chick Adams of Jones Hall. It excludes the fifth party from the beginning and is single purpose. It is the simplest of the options to execute. The formation of the separate JPA is routine and will not add significant cost to the process. Each of the jurisdictions would need to approve the new agreement, but given its single limited purpose, this should not be a barrier.

Should Option 5 be selected, the following will need to be decided before the JPA can be formed. (Other options may have to deal with some or all of the same issues):

1. The JPA agreement is required to designate a treasurer, who has custody of any funds of the JPA. These will only be the bond proceeds. This is usually the chief financial officer of the lead agency. Since the City of Santa Cruz currently handles the financial affairs of the Library, it would make sense to continue this arrangement and designate the Finance Director, Marcus Pimentel, as the Treasurer.
2. Bond proceeds are typically held by a trustee bank which pays out the costs upon requisitions of the new JPA. This is flexible and can be set up differently, if so chosen such as funds being held by the Treasurer and requisitions made directly from the Treasurer.
3. The new JPA would need a board of directors, which is typically a representative from each member agency. This could be an elected official from each jurisdiction or each of the four jurisdictional administrators.
4. The new JPA will need an Executive Director and a Secretary. For example: if the City of Santa Cruz were the lead agency, then the City Manager and the City Clerk usually perform these functions but there is flexibility here too.

Chick Adams of Jones Hall and John Barisone, the Library's Attorney, have reviewed and approved this document.

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

From: Leo Jed [REDACTED]  
Date: Wed, Jun 11, 2014 at 6:21 PM  
Subject: Warmest appreciation  
To: bodamers@santacruzpl.org  
Cc: titangosh@santacruzpl.org

Hello Shelly,

I'm writing to convey my very heartfelt appreciation to you and Hui-Lan. Hui-Lan has been amazingly gracious and responsive to my request, which I truly thought was a longshot this late in the fiscal year and in the time available for me to make use of Pimsluer's Polish audio. She carefully listened to my needs and explained that she would do all that was possible, although she could not be certain of being able to acquire the title. Your being off work for several days certainly didn't give me much hope.

So, with Hui-Lan's determination and your approval, the digital version was ordered today and Hui-Lan called to advise that it was now available through the website. I'm so pleased because I will be on a ten day bike ride starting tomorrow and will be able to start studying. I'm just completing the download and will be able to begin learning Polish in time to develop basic skills before I travel to Poland in August. I'll be there on a cultural exchange program, cycling and living with Polish folks for almost two weeks. Being able to demonstrate some level of Polish skill will certainly be appreciated and amazingly useful to me and my eight Santa Cruz friends.

I've always cherished the gift of having the Santa Cruz library available. This experience is more than anyone can ask for nor should expect. I'll be making a contribution to Library Friends

as a small token.

Again, fondest thanks,

Leo



LESUE & THE SANTA CRUZ PUBLIC  
LIBRARY STAFF.

THANK YOU SO MUCH FOR YOUR PARTICIPATION  
IN SANTA CRUZ PRIDE - AS A  
MARCHING CONTINGENT - BUT ALSO WITH  
THE CONTRIBUTION OF THE BOOK  
DISPLAY IN THE FRONT OF THE  
LIBRARY! WE APPRECIATE THE  
SUPPORT AND THE ENTHUSIASM -

MANY THANKS

CATHERINE

THE PRIDE COMMITTEE -

SCPL Incident Log										
Date	Branch	Time	Brief Description	Staff Involved	Steps Taken	Safety - Preventative Steps	1st Alarm	911 cld.	CMT cld.	Bldg. Maint cld
5/26/14	DTN	2pm	Male patron Anthony Sanchez became loud, disruptive and aggressive with extreme foul language at the top of his voice.	Fred Ulrich, April Zillber, Cathy Bond, Leslie Auerbach, John Ottenberg	Patron was escorted from library and was later arrested for disturbing the peace. <b>30 day Ban imposed.</b>	NA	Yes	Yes	No	No
5/28/14	SV	4pm	Severe leak detected in the water pipes for the fire alarm system spraying water 30 feet across the parking lot		SV Fire Dept was called and they repaired the pipes. Branch was evacuated due to the volume of the alarm system - Caused by a student leaning against the pressure relief valve.	Check for some sort of protective cover to put over the pressure relief valve	No	Yes	No	No
5/29/14	DTN	11 am	Male patron found sleeping in the internet area.	John Ottenberg	Patron ignored warning about sleeping and resulted in being <b>ejected for the day</b>					No
6/2/14	DTN	4:20pm	12 year old girl stuck in the elevator.	Patty Webster, Margaret Dawson, Peggy Meserth	Fire Dept. was called and opened the elevator.	The elevator co. was called by Lib. Admin.	No	Yes	No	No
6/3/14	HQ	4:30pm	Staff member Lori Smith discovered a hypodermic needle when picking up paper trash outside the headquarter building at the Union St. side exit.	Lori Smith, Max Lopez, Gabe Reyes	A Sharps Container was obtained from the Downtown Branch and the needle was disposed of	NA	No	No	No	No
6/4/14	DTN	5pm	Male patron <b>Derek Dunlap</b> was hanging out in the teen area. See also incidents on 5/15/ and 5/20/14.	Jennifer Cockerill, Jim Emdy	Patron has a history of disruptive behavior - a <b>30 day ban was imposed</b>	NA	No	No	No	No

SCPL Incident Log

5/26 through 6/26/2014

Date	Branch	Time	Brief Description	Staff Involved	Steps Taken	Safety - Preventative Steps	1st Alarm	911 cld	CMT cld.	Bldg. Maint cld
6/5/14	APT	3:15p m	Male patron, name unknown, had an unopened beverage can at the computer station. He was informed that he could not drink soda in the branch particularly near the computers. Patron opened and began drinking after he spilled the beverage he was uncooperative when staff attempted to clean up a spill near a computer keyboard.	Heather Pereria	Staff cleaned up spill. Patron was allowed to stay.	NA	No	No	No	No
6/5/14	DTN	2:30p m	Upon leaving work David SadelI noticee a light on his dashboard of his car indicating that something had happend to the rear of his car. There was damage to the bumper on the right side.	David SadelI	The police were called and a report filed T14001211, (there was a delay in obtaining the report #)	NA	No	Yes	No	No
6/9/14	APT	3pm	Male patron became "agitated" when the computer he was using timed out after 4 hours.	Sara Harbison, Cathy Bond	The patron was given an additional hour so that he could try to recover lost info.	NA	No	No	No	No
6/11/14	APT	12:30 pm	Male Patron, whose name is possibly Frederick became abusive and confrontational with a staff member using the "F" word. This is the same patron involved in the 6/5 and 6/9 incident.	Heather Pereria, Chase McClelan	Pereira and McLelan approached patron with a 1 day ban. The patron threw the paper at staff and refused to leave. After 911 was called the patron started to leave and on the way out publicly verbally abused Heather. A 30 day all branch ban was imposed. Patron declined to take suspension package.					No

SCPL Incident Log

5/26 through 6/26/2014

Date	Branch	Time	Brief Description	Staff Involved	Steps Taken	Safety - Preventative Steps	1st Alarm	911 cld	CMT cld.	Bldg. Maint cld
6/14/14	B40	3:55p m	Female Hope Hurtado, resident of Hanover House, group home near branch was found crying in lobby, claiming it was too hot to walk back to her facility.	Kevin Hildreth	The group home was contacted and a staff member walked the woman back to the facility where they were met by home facility staff Norma.	NA	No	No	No	No
6/15/14	DTN	3:30p m	Male patron, caucasian, over tanned skin, very thin, long short, wearing large headset, appeared to be intoxicated, was told to go away by another patron, staff approached the patron who was unsteady on his feet and only stared at staff after throwing the small box he was holding on to the floor.	Jenniver Cockerill, Mitchell Horton, Gwyn Vandevere	Staff member sat with the patron and escorted him from the branch	NA	No	No	No	No
6/16/14	DTN	3:15p m	Patron Peter Brimingham (previously banned) was asked to move his chair from the fire exit aisle. Patron advised roving guard to "fuck off". Patron was asked a second time to move and responded "why are you such a fucking bastard". Patron appeared to be intoxicated and had bags with liquid containers in it.	John Ottenberg, Betty Rentz	Patron was escorted out. Another 1 year ban will be imposed.	NA	Yes	No	No	No
6/17/14	DTN	5:10	Roving guard noticed that a patron (John Forrest Hogg), that he had previously woken up was again sleeping (he had been warned several times in the past). The patron stated that he was purposely sleeping	John Ottenberg, Victor Willis, Fred Ulrich	Patron was ejected for the day. Patron became agitated and advanced toward guard, and became verbal and once outside taunted John.	NA	Yes	No	No	No

**SCPL Incident Log**

5/26 through 6/26/2014

Date	Branch	Time	Brief Description	Staff Involved	Steps Taken	Safety - Preventative Steps	1st Alarm	911 cld	CMT cld.	Big. Maint cld
6/18/14	DTN		<b>Derek Dunlap</b> failed to comply with terms of 30 day suspension was given for repeated violation of rules regarding his presence in the young adult section of the library . He was given 6 months suspension effective until Nov. 28, 2014	John Ottenberg and Mitchell Horton	6 months suspension was imposed	NA	Yes	No	No	No
6/21/14	APT	2:30	Staff member Sharon Borrege sliced the tip of her thumb with the paper cutter.	Chase McLelan	Co-worker Chase McLelan assisted Sharon with a bandage. She applied pressure and it stopped bleeding and was able to finish her shift.	Sharon stated that she was trying to cut a very small piece of paper and may have been a little distracted. We will verify if the cutter's safety guard is adequate.				No
6/23/14	DTN	2pm	Patron with previous incidents of being verbally aggressive with staff member April Zilber (and other patrons was observed becoming aggressive in body language and tone. Patron refused to many requests to discuss his issues outside so as not to disturb other patrons.	John Ottenberg, April Zilber	Patron continued to become more aggressive and was banned for one day. Patron finally left after 911 was calling the roving guard an "asshole".	NA	Yes	No	No	No
6/23/14	DTN	12:30 pm	Person sleeping on the table in genealogy. This person has repeatedly violated library rules for sleeping and vulgar behavior. A 30 day ban has been issued.	John Ottenberg	30 ban imposed till 7/23/14 - Has had prior incidents on 7/17/13, 7/26/13, 11/18/13	NA	Yes	No	No	No

SCPL Incident Log

5/26 through 6/26/2014

Date	Branch	Time	Brief Description	Staff Involved	Steps Taken	Safety - Preventative Steps	1st Alarm	911 cld	CMT cld.	Bldg. Maint cld
6/26/14	APT	6:45 am	Employee slowly backed Library Van into a parked car in Safeway's parking lot.	Ken Madonia	Accessed that there was no injuries and no damage to car.	Emergency break on Van needs to be readjusted	No	No	No	No
6/27/14	FTN	5:20pm	Patron fell on the corner of Felton Empire and Gushee Str. In order to enter the library via the second flight of stairs.	Jason McCluskey	Patron did not ask for First Aid help	Belardi Foundation painters closed off the first flight of stairs after painting them	No	No	No	No

		<b>Brief Description</b>																													
		<b>In some instances a patron may receive more than 1 ban in a single day.</b>																													
Date	Branch	Patron's Name	Brief Description										Pending	1 Day	3 Day	5 Day	7 Day	30 Day	60 Day	90 Day	6 Mo.	1 Yr.	Start	End							
5/26/14	DTN	Anthony Sanchez	Patron became loud, disruptive and aggressive with extremely foul language at the top of his voice.															1						5/26/14	6/26/14						
5/29/14	DTN	Unknown	Male patron found sleeping in the internet area											1										5/29/2014	5/30/2014						
6/11/14	APT	"Frederick"? Unknown	Male Patron, whose name is possibly Frederick became abusive and confrontational with a staff member using the "F" word. This is the same patron involved in the 6/5 ad 6/9 incident. Staff approached patron with 1 day ban. Patron threw paper at staff and refused to leave. 911 was called, patron on his way out verbally abused Person in Charge. 30 ban all branches was imposed. Patron refused to accept it.															1										6/11/14	7/11/14		
6/15/14	DTN	Unknown	Male patron, caucasian, over tanned skin, very thin, long shorst, wearing large headset, appeared to be intoxicated, was told to go away by another patron, staff approached the patron who was unsteady on his feet and only stared at staff after throwing the small box he was holding on to the floor.											1																	
6/16/14	DTN	Birmingham, Pete	Patron Peter Bringham (perviously banned) was asked to move his chair from the fire exit aisle. Patron advised roving guard to "fuck off". Patron was asked a second time to move and responded "why are you such a fucking bastard". Patron appear to be intoxicated and had bags with liquid containers in it. Patron was escorted out and another 1 year ban will be imposed																						1			6/16/2014	6/16/2015		
6/17/14	DTN	John Forrest Hogg	Roving guard noticed that a patron that he had previously woken up was again sleeping (he had been warned several times in the past). The patron stated that he was purposely sleeping. Patron became agitated and advanced toward guard, became verbal and once outside taunted John.											1																	
6/18/14	DTN	Derek Dunlap	Derek Dunlap was given a 30 day ban initially for violating rules against adults loitering in the young peoples area. He was given another 6 months ban.																							1			6/18/14	11/18/14	
6/23/14	DTN	Unknown	Person sleeping on the table in genealogy. This person has repeatedly violated library rules for sleeping and vulgar behavior. A 30 day ban has been issued.																											6/23/14	7/23/14

Date	Branch	Patron's Name	Brief Description	Pending	1 Day	3 Day	5 Day	7 Day	30 Day	60 Day	90 Day	6 Mo.	1 Yr.	Start	End
6/23/14	DTN	Unknown	Patron with previous incidents of being verally aggressive with staff member April Zilber (and other patrons was observed becoming aggressive in body language and tone. Patron refused offer to discuss his issues outside (so as not to disturbe other patrons). Patron continued to become more aggressive and was banned for one day. Patron finally left after 911 was calling the roving guard an "asshole"						1					6/23/14	7/23/14



## FYI

DATE: June 9, 2014  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Library Director  
RE: Code of Conduct Update

At the June 2014 LJPB meeting, I was directed to meet with the City Attorney and review the Code of Conduct to ensure it could be used to adequately support the necessary actions to keep library facilities, employees and visitors safe.

That review was conducted and the following is an excerpt from the City Attorney's written opinion"

"It represents our best educated guess as to what a court would consider to be a reasonable policy in the (admittedly unlikely) event that a suspension were challenged in court. If such a court challenge was brought, it in all likelihood would include a claim that the policy is unlawfully targeted at the disenfranchised patrons of the library, i.e. the homeless or mentally ill individuals, who, unfortunately, happen to cause a disproportionate number of disruptions at our library branches or who most regularly use library facilities for improper purposes.

In light of this factor we chose to implement the progressive discipline model reflected in the policy to make it clear that our objective is not to cleanse the library of these patrons, but just to assure they adhere to a very basic level of decorum in consideration of their fellow library patrons. Hence most violations, per the policy's disciplinary progression, will result in a warning for the first offense, a one day suspension for a second offense, a thirty day suspension for a third offense, and a thirty day plus suspension for subsequent offenses.

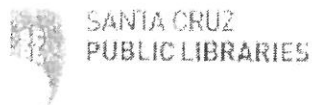
For egregious offenses the progression is not required and a first offense can be punished by a significantly long suspension. As a practical matter, problem patrons who simply will not comply with the rules go up the progression ladder quite quickly. Once a warning is issued, it will be followed by an immediate suspension on the same day as the warning if, after receiving the warning, the patron immediately re-offends. Accordingly problem patrons for the most part reach the thirty day and thirty day plus thresholds quite quickly."

I also recognize that our Security Incidents Log may not adequately inform on the actions taken. In order to remedy this I have instituted two new procedures:

- More complete wording of the incident and its ensuing actions
- A second log will be shared each month that indicates the names of those who have been banned and the length of time for the ban. My expectation is that it will clearly show we are following the progressive discipline model referred to by Mr. Barisone.

I will say that staff is quite pleased with the new policy and their ability to employ it.

Please let me know if you have additional concerns or questions.



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## Website Statistics for May 2014

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Ann Young <younga@santacruzpl.org>

Mon, Jun 2, 2014 at 11:53 AM

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

Here is a breakdown for May:

Total visits: 110,342 (SCPL website: 71,362 SCPL Catalog: 38,980)

Total pageviews: 504,426 (SCPL website: 148,145; SCPL Catalog: 356,281)

The top content sources for the above pageview statistics are:

SCPL Catalog - 356,281 pageviews

SCPL homepage - 60,862 pageviews

Local history articles - 14,161 pageviews

Branch pages - 12,445 pageviews

Kids page - 9,614 pageviews

Internet Resources (links to subscription databases) - 7,986 pageviews

Community Information Database - 7,291 pageviews

Local history photo gallery - 4,870 pageviews

Ematerials (links to ebook, eaudio vendors) - 4,534 pageviews

Library services - 3,514 pageviews

Newspaper Clipping Index - 2,323 pageviews

Teens page - 2,037 pageviews

Events calendar - 1,988 pageviews

Reader's Link (Staff pick book reviews, etc.) - 1,683 pageviews

What's New - 1,476 pageviews

Local News Index - 1,328 pageviews

Site search - 1,135 pageviews

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

Contact Us - 1,086 pageviews

Online Catalog FAQ/Tutorials - 981 pageviews

Outreach - 706 pageviews

SC Endangered Species - 607 pageviews

Sheet Music Database - 544 pageviews

Did You Know? (Answers to commonly asked reference questions) - 470 pageviews

Periodical Index - 400 pageviews

Fifty Plus - 378 pageviews

## Health Update: Cancer In Remission



**TERRY HOLLENBECK, M.D.**

I am in remission of my multiple myeloma cancer. The three months of chemotherapy last fall and winter did a great job in knocking out most of those cancerous plasma cells which were taking over my body. The stem cell transplant I was originally to have following chemotherapy has been cancelled. I will have my blood tested regularly to monitor my remission.

My thanks to Dr. Michael Wu and his wonderful caring staff at the Palo Alto Medical Foundation oncology department who did a superb job treating my disease. I discovered that one doesn't necessarily have to leave Santa Cruz for state of the art cancer care that I found right here through my group at PAMF. I sure wasn't used to being non particularly enjoyed being on the patient side of the doctor/patient relationship. It was a humbling experience and has taught me more about patients and patience along my journey.

Unfortunately I am suffering from a fairly severe neuropathy of my feet from the chemo drugs, and this is currently adversely affecting my ability to walk normally. It's as if my feet are asleep (a frozen sensation) 24/7. I do however feel it's a small price to pay for my successful cancer treatment. I'm told the neuropathy should improve with time. I'll try to be patient, (not one of my virtues however).

Another little complication I had in the past month, most likely unrelated to my cancer or treatment, is a condition of my heart called constrictive pericarditis. This occurs when the sack of tissue surrounding the heart (the pericardium) becomes inflamed and tightens in on the heart, causing the heart to pump less efficiently. This threw me into mild heart failure with significant shortness of breath, swelling of

lower extremities and general fatigue. Dr. Neil Sawheny, one of my cardiologist partners at PAMF is treating me for this unexpected complication and I seem to be responding well and improving day by day.

In general, my overall well being is improving significantly. I feel as though my life as I once knew it is being slowly restored. The neuropathy of my feet is the main factor in preventing me from returning to work at this time. Once my neuropathy shows signs of improvement I hope to return to work at least half time. I'll give myself a break to work a bit less since I've now been practicing medicine for the past 40 years, 27 years in urgent care Scotts Valley. I love my staff, my patients, many of whom I've come to know quite well, and most of all the satisfaction I receive in helping make people feel better and maintain their good health.

My thanks to all of you who have mailed get well cards or sent email messages for my recovery. I am a strong believer in the power of prayer and I know your prayers for me have been heard.

My personal lesson from my cancer experience is this: if you have any health symptoms that seems unusual to you or are lasting longer than you think they should, see your doctor for a work up. If everything checks out OK and your symptoms soon improve, then be thankful. If something serious like cancer is found the sooner it's treated the better the outcome. This a proven fact. Also for those many of you who thankfully are healthy, give thanks every morning that you can start a new day. My best wishes to you for long healthy lives.

*Terry Hollebenck, M.D., is an urgent-care physician at Palo Alto Medical Foundation Santa Cruz in Scotts Valley. Readers can view his previous columns on his website, valleydoctor.wordpress.com, or email him at valleydoctor@sbcglobal.net. Information in this column is not intended to replace advice from your own health care professional. For any medical concern, consult your own doctor.*

## Scotts Valley Library Hosts Tablet Technology Sessions For Aging Memory Loss

**SCOTTS VALLEY** — A new program that uses iPads to help seniors suffering with memory loss share their life stories with friends and family starts July 7.

The Scotts Valley branch of the Santa Cruz Public Libraries will host the program titled

Touchscreen Engaged Aging Memories. The bi-weekly sessions are designed for older adults with some forgetfulness and for those who care for them.

Attendees will learn how to create and share memories digitally, to enhance critical communication tools and to help overcome geographic constraints by allowing friends and family in other areas to participate.

Attendees can expect to record and share stories with their family and friends, and are encouraged to bring old photographs to help stir memories. Staying connected while talking about life, work and family can support quality of life with forgetful relatives and friends, and enrich time spent together. The iPads are provided by the library for the sessions, and no iPad experience is necessary as coaches are on hand at each session to facilitate activities and help overcome any potential fear of the technology.

*For more information and to sign up, call the main library volunteer office at (831) 427-7700 X 7715.*



## **Coast Lines, June 10, 2014: Free concerts at beach start Wednesday**

*Santa Cruz Sentinel*

*Posted: 06/09/2014 02:43:03 PM PDT*

SantaCruzSentinel.com

"Big City Review," a band playing hits from '70s to now, will kick off the 2014 Twilight Concerts at the beach in Capitola 6-8 p.m. Wednesday.

Concerts are at the Esplanade Park Bandstand, with the one of largest dance floors around. Those who attend can bring a picnic or dine at a local restaurant. Paradise Beach Grille is this week's sponsor.

Seating is on the lawn, seawall, benches or the beach; bring low-back chairs or picnic blankets. Warm jackets are suggested for cool evenings. No alcohol or dogs are allowed in the park or on the beach.

Concerts run through August. For a complete list, visit <http://www.cityofcapitola.org/>

### **Santa Cruz**

#### **Library partners with Teddy Bears with Heart**

Santa Cruz Public Libraries have put out donation barrels at each of its branches to collect new and unused teddy bears for kids and adults in crisis.

The program is a partnership with the Teddy Bears with Heart, and brings the donated teddy bears to hospitals, police departments, fire departments and emergency responders in Santa Cruz County to distribute to people suffering from illness or trauma.

The barrels will be at each library branch from June 7 through July 27. For more information, visit [teddybearswithheart.org](http://teddybearswithheart.org).

### **Live Oak**

#### **Talk to focus on overcoming racial barriers**

The Women's International League for Peace and Freedom will host a screening of the film "White Like Me" at 7 p.m. June 17 at Center for Spiritual Living, 1818 Felt St., Santa Cruz.

The film based on the work of acclaimed educator and author Tim Wise explores race and racism in the U.S. through the lens of whiteness and white privilege.

Wise offers a look at the white entitlement programs that built the American middle class, and argues that society has failed to come to terms with a legacy of white privilege that perpetuates racial inequality.

# Best Bets, May 17, 2014: Friends of the Library Book Sale

Santa Cruz Sentinel

Posted: 05/16/2014 04:01:52 PM PDT [@Comments](#)

## Friends of the Library Book Sale

Friends of the Santa Cruz Public Libraries is holding a giant book sale with 20,000 used books, CDs, DVDs, and books on tape. Proceeds benefit local libraries. There will be face painting and kids' crafts.

**When:** 10-11 a.m. members only, 11 a.m. to 5 p.m. open to public

**Where:** Downtown library parking lot, 224 Church St., Santa Cruz

**Cost:** Free

**Details:** 831-427-7716, [www.fscpl.org](http://www.fscpl.org)

## Bela Fleck and Abigail Washburn

Kuumbwa Jazz presents an all-ages show at the Rio with banjoists Bela Fleck and Abigail Washburn. Fleck has won 15 Grammys and collaborated with musicians including Chick Corea and Dave Matthews, while Washburn is also a vocalist. They perform both traditional and original songs.

**Where:** Rio Theatre, 1205 Soquel Ave., Santa Cruz

**Cost:** \$35 general, \$50 gold circle

**Details:** 831-423-8209, [www.riotheatre.com](http://www.riotheatre.com)

# Library board revamp on back burner

Focus on funding for new facilities; Capitola creates library advisory committee

By [Jondi Gumz](#)

[jgumz@santacruzsentinel.com](mailto:jgumz@santacruzsentinel.com) [@jondigumz](#) on Twitter

Posted: 05/08/2014 08:18:52 PM PDT [0 Comments](#)

**CAPITOLA** >> City officials Thursday welcomed the news that a proposal to reorganize the oversight of the 10-branch Santa Cruz Public Libraries has been put on the back burner to focus on upgrading facilities.

A new 13,000-square-foot library in Capitola is one of the upgrades in the 2013 master plan that found \$63 million countywide is needed for library facilities to meet modern standards.

Library chief Teresa Landers said the governing board, meeting Monday, tabled the board revamp, which would have downsized the membership from nine including three citizens at-large to a four-member board composed of the city managers in Capitola, Scotts Valley and Santa Cruz plus the county administrative officer.

"They're not rushing into making decisions about the reorganization," said Mayor Sam Storey, who had voiced concern about the restructured board diminishing the voice for patrons.

"The focus is on new libraries and upgrades," said Councilman Michael Termini, Capitola's representative on the library governing board.

"I'm enthusiastic about the poll results," said City Manager Jamie Goldstein.

A survey of county voters last month found a \$48 parcel tax that could generate \$63 million got a favorable response initially from 69 percent, rising to 73 percent after being provided more information.

Such a measure could go on the ballot in June 2015.

A \$58 parcel tax was viewed favorably by 65 percent, short of the two-thirds vote needed for passage while a \$38 tax was seen favorably at first by 71 percent, rising to 73 percent.

One obstacle is that the Joint Powers Authority agreement for operating the library system, approved in 1996 and slated to expire in 2017, does not allow for levying a parcel tax, and neither does the library financing authority.

Landers is proposing to amend the financing authority to allow creation of a taxing district to issue debt, subject to voter approval.

"Those meetings ought to be televised so people can see what's going on," said Councilwoman Stephanie Harlan, referring to the governing board discussions about future parcel tax and the master plan. "It's a lot of money."

Termini said the library board could meet in the Capitola City Council chamber where there is access to broadcast facilities.

Landers said the library board meetings are audiotaped, with the tapes posted at [www.santacruzpl.org](http://www.santacruzpl.org).

Capitola resident Jacques Bertrand spoke up, saying, "I agree with Stephanie there should be some public involvement."

Storey noted the City Council has established a library advisory committee, which will talk about design and funding for the new Capitola library.

## Profit Shares

[| Print |](#)

TUESDAY, 03 JUNE 2014 15:49 JACOB PIERCE NEWS - LOCAL NEWS



### Five things we've learned from city budget meetings

It's budget season again, and things in Santa Cruz's city government are looking up—thanks, partly, to a rebounding economy and the recently increased transient occupancy taxes. Santa Cruz also got its bond rating upgraded to AA+, putting the city's credit on an equal footing with the nation's.

The trick this month, though, will be figuring out the best way to divvy up this \$216 million pie we call the proposed city budget—although council and city staff do see eye-to-eye in most places. With all that in mind, we take a look at the budget discussions across five different departments in meetings so far.

#### Playing bridge

Public Works, the city's most expensive department, has a few significant infrastructure plans this year—including an update for Ocean Street traffic equipment to reduce wait times, and a roundabout where the wharf meets Beach Street. The discussion over the department's proposed \$56 million budget hasn't been without speed bumps, though.

Alternative transportation activists want to put brakes on a \$500,000 plan to study a supposedly much-needed Highway 1 bridge replacement over the San Lorenzo River that CalTrans had originally offered to fund. CalTrans and the Regional Transportation Commission have since backed away from earlier comments; they now say the 58-year-old bridge actually isn't so unsafe after all. Councilmembers Don Lane and Micah Posner tried to direct staff to take the bridge study out of the budget, but their motion didn't go anywhere with the other councilmembers. Public Works Director Mark Dettle, who worries about the bridge's safety, said CalTrans doesn't take into account certain concerns, like flood dangers posed by the current bridge.

#### Full force

After hiring 16 police officers last year, the cops are fully staffed—with 94 officers—for the first time in recent memory. Chief Kevin Vogel, who's been given authority to over-hire, is looking to add a few more officers to create a buffer in the case of future retirements. The police also came up in discussions over the new gate at the Homeless Services Center, and the county's Downtown Accountability Program, to which the city plans to kick \$200,000. That should be a start for what could be a popular, if expensive, fix for the problem of chronic offenders downtown. Even some of the program's most ardent supporters, including former Mayor Mike Rotkin, say it might run a bigger tab if the city wants to chip in for housing—an important part of keeping offenders off the streets.

#### Circuit board

Libraries everywhere are transitioning into becoming high-tech community gathering places, rather than fuddy-duddy warehouses for books. Libraries director Teresa Landers says the county's system—which gets a tiny fraction of its budget from the city, to the tune of a proposed \$1.3 million this upcoming year—will be introducing either tablets or Chromebooks soon.

Meanwhile, library administrators are planning for a likely ballot initiative in June 2015, and weighing whether to restructure—which would put the board in the hands of city managers, in the hopes of creating greater efficiency—or leave it in the hands of elected officials.

#### Empty buckets

When the city backburnered plans for a desalination plant last year, the water department's expenses didn't disappear overnight. The department now has to incentivize conservation, after a dry winter in which we received just 1/25 of an inch of rain in the month of January. After rolling out water rationing this month, the city will begin offering water school classes for users who go over their allotted limit, but want to avoid charges.

Water director Rosemary Menard is also hoping to start a new online metering system, to send data on how much water households are using back to the plant (or to a user's smartphone) in real time. The department, which maintains 300 miles of pipes, has less than half the fund balance it did three years ago—largely due to upgrades and



## Driving-Tests.org Launches Public Service initiative

Leader in online education to fund the development of 100+ community-based driver education programs in US Public Libraries.

Washington, DC (PRWEB) June 07, 2014



Today, Driving-Tests.org launched a new public service initiative - the Community Based Online Driver Education Program - to provide public libraries with funding for the development of high-quality online driver education programs.

In response, Amie Thomas, MLS, the Public Services Administrator at the Brownsburg Public Library in Brownsburg, Indiana, today congratulated Driving-Tests.org for developing this online education advocacy campaign:

"Strategically speaking, one of our goals at the Brownsburg Public Library has been to offer as many online resources as possible. This program will help us offer a valuable resource that our community can access anytime and anyplace. For years, we've struggled to stay on top of the various driving manuals; unfortunately, due to their size and value they often disappear. This is an amazing resource for anyone preparing to take their written driving test."

The program is designed to help public libraries address some of their biggest challenges, which includes inadequate funding and limited access to technology. Due to budget cuts, some libraries - like Jefferson High Library in El Paso, Texas - have had to cut online resources at a time when library directors are struggling to strengthen ties with today's tech saturated teens.

Priscilla Pineda, Head Librarian at the Jefferson High, says, "Driving-Tests.org will help us achieve our goals of providing students with online resources to relevant information. Passing one's driving test is a very important accomplishment to most teenagers. In providing our students these practice tests, we are helping them achieve this milestone in a shorter amount of time."

In April 2014, Driving-Tests.org launched a pilot program to test the viability of the community-based education concept. Since then, the company has funded development of 45 online community driver education programs for public libraries across the US.

Andrei Zakhareuski, founder of Driving-Tests.org, says, "Libraries are the 'hubs' that point their visitors in the right direction, and we believe we're that 'right direction' when it comes to safe driving. Our cyber study program gives teens and other learner drivers access to library resources when and where they want, thus saving lives by promoting driver education before kids get behind the wheel."

Magi Henderson, Youth Services Director for the Glen Carbon Library in Glen Carbon, Illinois says the program is especially timely. "Summer is an especially difficult time to meet everyone's needs. There is a higher than usual demand for digital resources during summer whereas there is more demand for books during the school year."

Interested libraries are encouraged to apply to the 2014 Community-Based Online Driver Education Program before 12:00 PM EST on August 15, 2014. If accepted, all development and hosting costs will be funded by Driving-Tests.org, the program sponsor. The service will be free for as long as the library continues to participate in the program. To learn more, visit the [Community Driver's Education Program](#).

Company Information: Driving-Tests.org was founded in 2010 and is based in Ontario, Canada. Since inception, the company has administered over 4.5 million permit practice tests to learner drivers in all 50 US states. The site offers over 550 state-specific permit practice exams for automobile and motorcycle licensing. The company has recently partnered with the National Safety Council, the Roadway Safety Foundation and the Military Child Education Coalition. To learn more, visit [Driving-Tests.org](#).



### Contact

**Media Relations**  
 Vitamin'E Marketing  
 +1 877-532-5638  
 Email



Driving-Tests.org launches new community-based online driver education program

“ Diane Cowen, the Virtual Services Librarian for Santa Cruz Public Libraries, says this is a valuable resource for the Santa Cruz community. ”



# [calix] CLA LEGISLATIVE UPDATE - BUDGET CONFEREES TRIM BUDGET AS PART OF DEAL WITH GOVERNOR

1 of 1

legislativeupdate@cla-net.org <legislativeupdate@cla-net.org>  
To: calix@lists.gseis.ucla.edu

Thu, Jun 12, 2014 at 1:12 PM

Dear California Librarians, Library Staff and Library Supporters,

Forwarded on behalf of the Dillons

June 12, 2014

TO: CLA MEMBERS/ SYSTEMS/ NETWORK CONTACTS  
FROM: Mike Dillon, CLA Lobbyist  
Christina DiCaro, CLA Lobbyist  
RE: News From the Capitol – Budget Update

## **BUDGET CONFEREES TRIM BUDGET AS PART OF DEAL WITH GOVERNOR** *New Library Funding Reduced From \$5 million to \$3 million*

Last night the Legislature’s eight-member Budget Conference Committee convened to make a series of adjustments to many previously closed Budget items and to take votes on several outstanding issues. One such item revisited was the new funding, recently approved, for the California Library Services Act and the state literacy program.

Over the course of the past few days, the Assembly and Senate leadership have been meeting with Governor Brown to reconcile the differences between the Governor’s proposed Budget and the Assembly and Senate versions of the Budget. At issue have been the revenue estimates that should be assumed when deciding how much money there is to spend on various programs. The Governor has been assuming lower revenue estimates, and has been cautioning that because the economy continues to recover slowly, it is important to adopt a more prudent Budget this year. The state’s Legislative Analyst’s Office had identified revenues of \$2.5 billion more than the Governor’s Department of Finance estimates, so the Assembly and the Senate used the LAO’s higher numbers to craft their two Budgets.

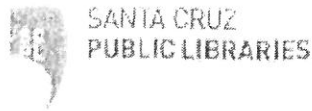
Similar to last year, we, as your lobbyists, recognized that as the Budget was proceeding, it contained higher expenditures in areas that we felt may not be agreeable to the Governor. This was confirmed yesterday when we learned that the Budget Conference Committee would be reopening the new \$5 million for library funding that we have been reporting on recently, along with many other previously approved funded items. Last week

conferees had voted to provide \$4 million for the California Library Services Act and \$1 million for the state literacy program. When the issue was reopened last night, the conferees noted that they were disappointed that they were going to have to make a small reduction to the previous augmentation, and reduced the CLSA by \$2 million. Officially, the Budget now contains \$2 million more for CLSA (current baseline is \$1.8 million) and \$1 million more for literacy (current baseline is \$2.8 million) and \$3.25 for the Governor's proposal to link all public libraries to a high-speed, broadband network.

As one of the conferees related to us, the \$2 million reduction to the library funding was a compromise between the Senate, the Assembly, and the Governor's office. Thus, we believe that these final numbers, approved as part of the leadership deal, will be secure as they go down to the Governor's office.

The legislature will convene this Sunday afternoon, June 15 to approve the state Budget. The Budget will then be sent to the Governor for his signature.

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## [calix] CLA LEGISLATIVE UPDATE: GOVERNOR SIGNS BUDGET

legislativeupdate@cla-net.org <legislativeupdate@cla-net.org>  
 To: calix@lists.gseis.ucla.edu

Fri, Jun 20, 2014 at 11:45 AM

Dear California Librarians, Library Staff and Library Supporters,

Forwarded on behalf of the Dillons,

June 20, 2014

TO: CLA MEMBERS/ SYSTEMS/ NETWORK CONTACTS

FROM: Mike Dillon, CLA Lobbyist  
 Christina DiCaro, CLA Lobbyist

RE: **News From the Capitol**

### GOVERNOR SIGNS 2014-15 BUDGET – LIBRARY MONEY IS PROTECTED

Shortly before 10 a.m. this morning, Governor Jerry Brown joined new Assembly Speaker Toni Atkins and Senate President pro Tem Darrell Steinberg at a Budget signing event in San Diego. Before members of the press, the Governor signed SB 852, the main Budget bill, which contains new funding to enact the Governor's plan to connect public libraries to a high-speed, broadband backbone operated by the Corporation for Education Network Initiatives in California (CENIC), as well as new funding for the California Library Services Act and the state literacy program. We are grateful to the Governor, the legislature and CLA members and supporters who wrote letters, participated in Day In the District, and made personal calls to legislators this year.

The Governor also released a formal summary document and a list of very modest veto items, as there had been great collaboration between the legislative leaders and the Governor in crafting this year's 2014-15 Budget. The summary document notes the following good news for public libraries:

#### ***“Significant adjustments:***

***High-Speed Internet Access – the Budget includes \$3.3 million General Fund to provide public libraries access to high-speed Internet to better meet the demands of today's library patrons. This includes \$2.3 million to allow California's public library branches to access a statewide, high-speed Internet network, and \$1 million General Fund on a one-time basis for grants to public libraries that require equipment upgrades to connect to a high-speed network.***

***One-time Local Assistance Funding – The Budget includes \$3 million General Fund for***

*local library programs, including \$1 million for literacy programs.”*

In the case of the second bullet, this funding will be added on to the existing baseline for the California Library Services Act and the literacy program. You will note that the Governor’s document makes reference to the Local Assistance Funding being “one-time” in nature. Technically, all items in the annual Budget bill are “one-time” in nature unless there is agreement that they be ongoing appropriations. Since the Governor has made it clear that he wants to proceed with great prudence as the economy continues to stabilize, we believe this is why he has characterized the new money as “one-time” in nature. During the Fall, CLA will work actively to make our case as to why the new money should be continued in subsequent Budgets.

List archives and other configuration options are available at <https://lists.gseis.ucla.edu/sympa/info/calix>  
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## School librarians a rare find in California public schools

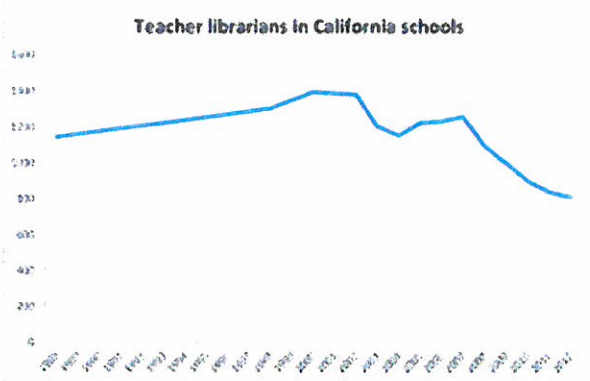
May 26th, 2014

By Lillian Mongeau

Shannon Engelbrecht,\* who works for the San Francisco Unified School District, is poised to become one of a rare breed in California when her hours are increased next year: a full-time public school librarian. California employed 804 school librarians in 2012-13, which translates to one certified school librarian for every 7,784 students in 2012-13, [according to data from the California Department of Education](#). That is the lowest per-student ratio of any state in the country. The national average in the fall of 2011, the most recent year for which data is available, was one school librarian for every 1,022 students, according to [The National Center for Education Statistics](#).

The lack of certified librarians has led to a decrease in student access to books, a decline in student research skills and the loss of an important resource for teachers, said Janice Gilmore-See, president of the California School Library Association.

"It's actually pretty dreadful," Gilmore-See said. "In 1999 we had 1,300 teacher librarians. We're just going in the wrong direction."



(Click to enlarge.) There are fewer school librarians in California today than there were in 1988. (Note: Data for years 1989-1997, 1999 and 2009 is approximate.) Sources: California Department of Education, National Center for Education Statistics

State funding for school libraries has never been steady. Prior to 1994, there was no money specifically set aside for them. Between 1994 and 2009, various statewide initiatives – from a check-off on income tax forms to a block grant program for districts – funneled vastly varying amounts of money to public school libraries. Those amounts ranged from \$266,000 to \$158.5 million annually.

Beginning in 2009, the funding set aside for libraries became “flexible,” meaning it could be spent on other priorities as districts scrambled to slash their budgets during the recession. Many districts now employ only one teacher librarian who oversees all the libraries in the district.

Cities that have managed to avoid that fate have had to look for money closer to home. San Francisco residents voted in 2004 to set aside money from the city’s general fund that would support “extras” like sports, art and school libraries, among other programs, for public school students. **See sidebar.**

As tax revenues returned to pre-recession levels this year, the fund has grown significantly, allowing public schools like the one where Engelbrecht works – Charles Drew College Preparatory Academy – to increase the number of hours their librarians spend on campus.

### **Funding SFUSD's libraries**

A decade ago, the San Francisco Unified School District partnered with the city to set aside a portion of the city's general fund to help pay for school programs and services. The money goes to libraries, sports, arts and music programs, universal preschool, school nurses, translation services for immigrant parents, social workers and other resources.

The budget set-aside, which did not call for a tax increase, passed with 71 percent of the vote in 2004. Known as the Public Education Enrichment Fund, it is up for renewal in November.

Since the fund has been in place, children are checking out books at three times the rate they were the year before it was enacted. The district staffs all schools with teacher librarians, up from 18 percent the year before the fund existed. And the total number of books in circulation now tops 1 million.

“(The fund lets us) make sure that kids who traditionally don't have access to books, do have access,” said Kathy Fleming, supervisor of the public enrichment fund.

On a recent afternoon in her sunny library at Charles Drew, Engelbrecht shifted some chapter books around on a shelf, trying to make it look full. Short, easy-to-read chapter books are exactly the type she knows her young students, who live in a low-income neighborhood of San Francisco, need more of. Engelbrecht gets an annual budget to buy new books and replace dog-eared or out-of-date ones. Since Charles Drew hasn't had a full-time librarian dedicated to curating the collection for a while, Engelbrecht said there's work to be done. In addition to more chapter-books for early readers, she'd like her 6,000-book collection to include more graphic novels for children who aren't ready for large blocks of text and more books about sports and other topics that tend to interest boys.

“I'm looking for empowering, enabling books about African-American children,” said Engelbrecht, whose school population is 80 percent black. “Then (for books about) Latino kids. They also deserve to see themselves in the collection.”

Engelbrecht also takes her teacher-support role seriously. She's created a teacher resource library in a storage room off the main library. Teachers can find collections of books on subjects they teach, lesson plans and curriculum reference materials.

“Having a librarian has definitely directly benefited me as a teacher,” said Engelbrecht's colleague, Laura Todorow.

Todorow, who teaches 3<sup>rd</sup> grade at Charles Drew, said the library contributes to a climate of learning and valuing books. Her students have had a chance to practice selecting and caring for books, have learned how to use a book catalogue and are more engaged in silent reading in class this year, Todorow said.

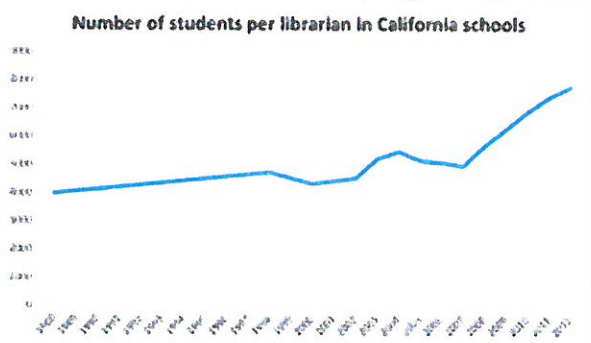
“I feel a school librarian is a non-negotiable necessity in any school,” she said.

Across the San Francisco Bay in Oakland, district librarian Ann Mayo Gallagher worries that teachers in her district might not know what benefits a school librarian could bring. Of the 75 school libraries in Oakland public schools, 23 are closed, 10 are run by volunteers and another 23 are run by part-time clerks. Nineteen are staffed by professional librarians, Mayo Gallagher said, but only one of those is paid by the district. The others are paid by individual schools, usually with money raised by the PTA.

And not even the open libraries are open all the time, Mayo Gallagher said. Of the libraries that are open, about half are open less than 20 hours a week.

“Currently (in Oakland), it’s possible to enter kindergarten and graduate high school never having gone to a school that has a library,” Mayo Gallagher said.

Many districts in the state face issues like those in Oakland. About half of the 600 elementary and middle school libraries in Los Angeles public schools are closed, according to [a story in \*The Los Angeles Times\*](#). Forty of San Diego Unified’s 180 school libraries have been closed since budget cuts in 2008, according to [a story in \*The School Library Journal\*](#). And the problem has spread beyond large urban districts, said See-Gilmore with the California School Library Association. She is the only teacher librarian in her suburban district of La Mesa Spring Valley, east of San Diego.



(Click to enlarge.) California has more students per school librarian than any state in the country. (Note: Data for years 1989-1997, 1999 and 2009 is approximate.) Sources: California Department of Education, National Center for Education Statistics

A few school districts in the state, like Palo Alto Unified, have managed to use their wealthy, local tax base to support public school libraries for years. Despite the difference in demographics, teachers in Palo Alto cited many of the same benefits of having full-time librarians as their San Francisco counterparts.

“The librarian is an amazing resource,” said Beth Maxwell, a fifth-grade teacher at Addison Elementary School in Palo Alto. “Teachers can do a lot, but when you’ve got someone who knows the kids and who can help instill the love of learning and reading, it makes a difference.”

Maxwell said the librarian at her school, Patricia Ohanian, works closely with teachers to support whatever they are working on in their classrooms. In addition to providing appropriate books and resources to match the content of classroom lessons, Maxwell said librarians teach students skills they need to finish their classroom work. During a recent research project on famous Americans, for example, Ohanian taught students how to write a bibliography during their weekly library visit. Ohanian has been a teacher librarian for nearly 20 years and she’s been at Addison for the past six years. In addition to supporting teachers, Ohanian said she spends time keeping the school’s 16,680-



book collection up to date and high quality, hosting special events like visiting authors, answering parents' questions about their kids' reading and leading school-wide literacy initiatives.

As Maxwell's students took their seats in the library recently, Ohanian reminded them to get started on their opening activity for poetry month: Picking poems they liked from the collection of books on each table and copying them down so they would have several to pick from for "Poem in My Pocket Day." Next, she led the class in reading out loud from a half dozen poems posted on the walls.

"My curriculum is based on Common Core standards," Ohanian said later, referring to the English language arts and math standards that most states have adopted. "I take different themes of literature and then I weave in whatever I can."

For school districts without the resources or community support found in Palo Alto, the new Local Control Funding Formula might be an option for better funding school libraries and hiring more librarians.

Districts are still developing their plans for how to spend the money they will receive under the formula and it's unclear if libraries and librarians will rise to the top of their priority lists.

Oakland has not yet published a draft of its plan. San Jose's East Side Union, [one of the districts EdSource is following closely this year](#), will be increasing the number of librarians in the district in response to community feedback. West Contra Costa is taking a different tack. Under the new formula, West Contra Costa plans to buy books and other library materials, but makes no mention of hiring additional librarians.

For districts that don't choose to hire more librarians under the new funding formula, a bill currently before the state Assembly Appropriations Committee, [AB 1955](#), might provide them with extra funding for three school years to hire a school nurse, a school psychologist and a school librarian. Districts would need to have at least 55 percent of their student population classified as low-income to qualify for the funding.

Back in Addison's library, 5<sup>th</sup> grader Simrun Rao had a mission. She'd just read a book called "[Blue Jasmine](#)," about an Indian girl who immigrated to the United States and had to build a new life for herself. Simrun, who is Indian-American, wanted her friend to read the book too, so she asked Ohanian for the name of the author. Hearing "Kashmira Sheth," the two girls scurried off to the "S" area of the fiction section.

Ohanian was glad to know that Simrun had liked "Blue Jasmine" so much, as she had recommended it. Like Englebrecht, Ohanian said it is critical for students to see themselves in the books they read and she has chosen the books in her collection accordingly. Her familiarity with her collection is the trait her students say they value most.

"If you tell her what type of book you like, she'll help you out," said fifth-grader Samantha Feldmeier, who visited the library with her class after Maxwell's class had finished.

"She doesn't have to look it up on the computer," Emily Crowley, also in fifth grade, added with a bit of awe in her voice. "She just knows."

\*This article has been corrected to reflect the correct spelling of Shannon Engelbrecht's name.

*Lillian Mongeau covers early childhood education. [Contact her](#) or follow her [@lrmongeau](#). Subscribe to EdSource's early learning newsletter, [Eyes on the Early Years](#).*

## Library of future ready to open in Colorado Springs

By Kristin L. ...  
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Read more at <http://gazette.com/library-of-future-ready-to-open-in-colorado-springs/article/1520530#LsZ9HrqZPAsdIHhY.99> When Library 21c, the Pikes Peak Library District's newest facility, opens next month, patrons will see more than a repository for stacks of material.

- [New Colorado Springs library is more than just a library](#)

The facility on the city's north side will promote experiential learning with the latest in technology, access to 3-D printers, sewing machines and other tools, plus space - lots and lots of space.

Traditional resources, including books, audio and visual media and e-books, will endure.

It will replace the nearby Briargate Library, which closed Sunday so that materials could be moved to the new building before its June 21 opening. The district's administrative offices also have moved to the new facility.

As libraries emerge as places to create and interact, PPLD, through Library 21c, is anticipating demands and desires, officials said.

"This is cutting edge," said Dee Vazquez Sabol, PPLD community engagement and outreach officer. "We have been planning for the past five years so we weren't struggling to catch up."

Library 21c is the first of its kind in the country, Sabol said. Several libraries around the country have similar components, but none has so many features that patrons can use in one place.

"We will have two state-of-the-art sewing machines," Sabol said. "So if someone is working on a project at home and doesn't have a function they need on their own machine, they can come here and finish the project."

PPLD bought the building at 1175 Chapel Hills Drive in 2011 for \$3.75 million. It had been empty for eight years, formerly occupied by MCI. No debt has been incurred with the new facility, which increases the library district's square footage by 50 percent. "When we walked in here, with the view, the natural light, the accessibility, we knew this was the one," Sabol said.

Patrons will notice the vibrant colors and carpeting, known as "grab bag." Various multicolored squares made from discarded carpet scraps have been randomly placed, creating an eclectic look. Sabol said this approach was also cost efficient.

### **Design based on users' needs**

She explained the two main points associated with the 21st-century library concept involve how materials are used and how they are provided. The concept combines technology, creativity and convenience with community interaction.

The upper level of the two-story facility will not have traditional materials. Instead, it will be home to the Business and Entrepreneur Center and several hands-on creative spaces, meeting rooms and a 400-seat venue for presentations and the performing arts. The main level will house books, other resource materials, the children's area, the teen center, a full-service cafeteria and reading spaces.

Library 21c will be home to the district's largest children's library and feature child-size computer areas, stacks and plenty of room for kids to spread out. Nearby is the Family Place Library. Designed almost as a library within a library, it's part of a nationally recognized program with an emphasis on parental involvement, child development and connecting parents with family service agencies. Another Family Place is at the Fountain Library.

Also on the main level is the teen center with teen-specific media, portable desks and study rooms.

There will be kiosks with access to online tutorials and courses, a new automated materials handling system, updated self-check out machines and an e-help center. The latter has e-readers and laptops for general use. "Patrons will also be able to get technical help with their own devices," Sabol said.

Years ago, reference librarians would wait until library users approached them for assistance. Sabol noted most people can now access what they once sought help for on their own, thanks to the Internet and personal devices. The type of support needed today has changed, and so has the role of the library staff. In 1964, the library tallied 32,000 reference transactions. In 2013, PPLD handled 563,000 reference requests, an average of 159 questions per hour, the library said.

"We've had to change our staffing model in several ways," Sabol said. "We're adding 39 new positions, which is a measurable percentage of our staff. We're looking for the business and technology component to support all types of activities."

### **Spaces support artists**

On the upper level of the new facility, the public will have access to video and audio production materials. Patrons will be able to write, direct, produce and edit their own videos.

Other areas will offer video game development software and platforms for gamers to create their games or work with others to do so.

The 400-seat presentation area offers another learning opportunity, Sabol said.

"Folks can come in and learn about theater design, about light and sound," she said.

Dragon Theatre, a local group, is slated to be the first performer in the space in August.

For years, PPLD has had its own video production arm, but now one will be available to the public.

A portable video story booth will allow users to create short videos, or postcards, that can be uploaded immediately to social media sites. Because it is portable, the story booth can be used in other libraries.

The Business and Entrepreneurial Center is designed to help individuals, startup businesses and existing industries. Computer labs, conference rooms with teleconferencing capabilities and a host of related services are a significant element of Library 21c.

"They can use the conference rooms to contact clients, to hold business meetings either virtually or in person, and they can learn about co-working," Sabol said.

Although the current focus of the district's efforts is on Library 21c, the East and Penrose libraries will also undergo renovations in the coming year as part of the Tri-Building Project, which includes Library 21c.

Public funding is being leveraged by a \$3.9 million capital campaign, which got underway in January 2013 when the El Pomar Foundation awarded the district a \$750,000 challenge grant. The district said the 21st Century Library Campaign raised more than \$1.4 million in 2013.

Changes at East Library include expanded homework and home-school services areas. The teen area will be renovated at Penrose Library.

Some elements of the 21st century library concept will be incorporated at both sites, with additional meeting rooms and public spaces. The upgrades are expected to be completed in 2015.

"We live in a community that uses the heck out of us," Sabol said.

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**EDITOR'S NOTE:** This story was updated to include information about the closure of the Briargate Library; materials from Briargate will be moved to the new facility.

## **DOORS TO OPEN**

Library 21c will have its grand opening June 21, with a Sneak Peek Happy Hour fundraiser from 5 to 7 p.m. June 13. The event will include demonstrations, hands-on activities in the Business and Entrepreneurial Center, and refreshments. Cost is \$25 per person.

Tickets and more information: [ppld.thankyou4caring.org/sneakpeek](http://ppld.thankyou4caring.org/sneakpeek)

-

## **PPLD FACTS**

- Established in 1903
- 3,606,753 visitors in 2013, nearly 10,000 people per day

- 233,823 square feet dedicated to public library service
- The library's collection includes 1,193,039 materials, of which 80,000 are electronic
- 262,500 cardholders, or 44 percent of the service population
- Almost 9 million items, or 25,000 items per day, are checked out annually
- 449 staff members
- 1,450 volunteers
- 800 programs, classes and activities are offered per month, or 9,500 a year
- In 2013, public computer sessions totaled 874,000 (2,400 per day)
- Has a 2,090-mile service area in El Paso County, including all unincorporated areas and cities of Colorado Springs, Fountain, Manitou Springs, Monument, Palmer Lake and Calhan
- PPLD is the second largest library district in Colorado
- PPLD provides 15 facilities, online resources, mobile libraries, innovative technology, meeting spaces and programs
- PPLD is its own taxing authority with 87 percent of revenues generated from property taxes

Read more at <http://gazette.com/library-of-future-ready-to-open-in-colorado-springs/article/1520530#LsZ9HrqZPAsdIHhY.99>

# A New Way of Looking at Public Library Engagement in America

*Posted Tuesday, June 10, 2014 - 10:45*

Gaining insight into how libraries fit within American culture

By Kathryn Zickuhr and Lee Rainie

The Pew Research Center's Internet Project has intensively studied the changing world of public libraries for the last three years. The first stage of our research explored the growing role of ebooks, including their impact on Americans' reading habits and library habits. Our second stage examined the full universe of library services, as well as what library services Americans most value and what they might want from libraries in the future.

In March, we released a report from our third and final stage of research—the fruits of a representative national survey of 6,224 Americans ages 16 and older. It explores public libraries' roles in people's lives and in broader American culture—how libraries are perceived, how they are valued, and how people rely

on them. The provision of digital content is certainly a key element of the services that make libraries useful.

Using the data from our previous report on how people value libraries in their communities, our analysis divides Americans into nine groups that reflect different patterns of public library engagement along a general spectrum of high (30% of the population), medium (39% of the population), low (17% of the population), and nonengagement (14% of the population).

This approach is a little new for us. Our previous reports have explored topics such as what people do at libraries and library websites or how Americans value individual library services based on traditional factors such as gender, race/ethnicity, age, and household income. But this typology moves beyond basic demographic descriptions.

Instead, we used statistical analysis to cluster individuals into groups based on their usage of, views toward, and access to libraries, in order to discover larger insights about how libraries fit into American culture. This type of work more fully embraces the idea that people's information needs and practices shape their library use as much or more than their skin color, their age, the type of community they live in, or their socioeconomic circumstances.

# PUBLIC LIBRARY ENGAGEMENT TYPOLOGY



## GROUP OVERVIEWS

GROUP NAME	% OF US POPULATION AGES 16+	MAJOR CHARACTERISTICS
<b>HIGH ENGAGEMENT</b> ~80% used a public library in the past year		
<b>Library Lovers</b>	11%	Members of this group report frequent personal use of public libraries, along with high levels of household library use. This group includes many parents, students, and job seekers; members tend to be younger, with higher levels of education.
<b>Information Omnivores</b>	20%	This group has the highest rates of technology use, as well as the highest levels of education, employment, and household income. They have high levels of personal and household library use, but their visits to the library are less frequent than Library Lovers.
<b>MEDIUM ENGAGEMENT</b> ~50% used a public library in the past year		
<b>Solid Center</b>	30%	Centered in smaller towns, this group is similar to the general US population in most measures. About half have used a public library in the past year; most view libraries positively.
<b>Print Traditionalists</b>	9%	This group contains the highest proportion of rural, Southern, or white respondents. It is similar to Solid Center in many measures, except that its members tend to live farther away from libraries. They also have positive views about libraries' roles in communities.
<b>LOW ENGAGEMENT</b> ~20% used a public library in the past year		
<b>Not for Me</b>	14%	This group is distinguished from other low engagement groups by its members' strikingly negative views of libraries. In particular, they are far less likely than most other groups to say public libraries are important to their communities.
<b>Young &amp; Rootless</b>	7%	This is a relatively young group, and few of its members have lived in their neighborhoods for very long. Their most striking feature is that only 13% know where the nearest public library is located.
<b>Rooted &amp; Roadblocked</b>	7%	This group generally views public libraries positively, but many face hurdles in their lives that may prevent them from engaging with libraries. They tend to be older, and many are living with a disability or have experienced a recent illness in their family.
<b>NONE</b> Have never personally used a public library		
<b>Distant Admirers</b>	10%	Though members of this group have never personally used a public library, they view libraries quite positively—perhaps because many say other family members use them. Many also say that various library services are important to them and their families. They tend to be older and are often living in lower-income households.
<b>Off the Grid</b>	14%	Members of this group tend to be disengaged from their communities and social life in many ways. Many live in rural areas, and just 56% use the internet. Most have very low household incomes, as well as low levels of education—only one in 10 has graduated from college.

Source: Pew Research Center's Library Services Survey of 8,254 Americans 16 and older conducted July 20–September 20, 2015. Percentages sum to 100% because of rounding.

The table above ([PDF](#)) provides an overview of the typology groups.

Looking closer at each stratum of library engagement, we find that the two high-engagement groups, **Library Lovers** and **Information Omnivores**, include people who value and utilize public libraries most heavily—those who say that libraries play a major role in their own lives and in the lives of their families, who think libraries improve their communities, who are avid readers and think libraries play an essential role in encouraging literacy and a love of reading. In addition to being highly engaged with libraries, members of these groups also tend to be active in other parts of their communities. They are more likely to know their neighbors, visit museums and attend sporting events, and socialize with families and friends on a regular basis.

On the other hand, those who are less engaged with public libraries may be less engaged in their communities overall. Particularly for the low-engagement groups **Not for Me** and **Rooted and Roadblocked**, along with the nonengagement groups **Distant Admirers** and **Off the Grid**, lower rates of library use and lack of familiarity with libraries seem to coincide with lower patterns of social and civic engagement in other areas of their lives. Members of low and nonengagement groups are often less likely to participate in similar community activities, such as visiting museums or patronizing bookstores, and more likely to report having difficulty using technology; they also tend to be less comfortable navigating various types of information, such as finding material about government services and benefits.

### Other insights in the data

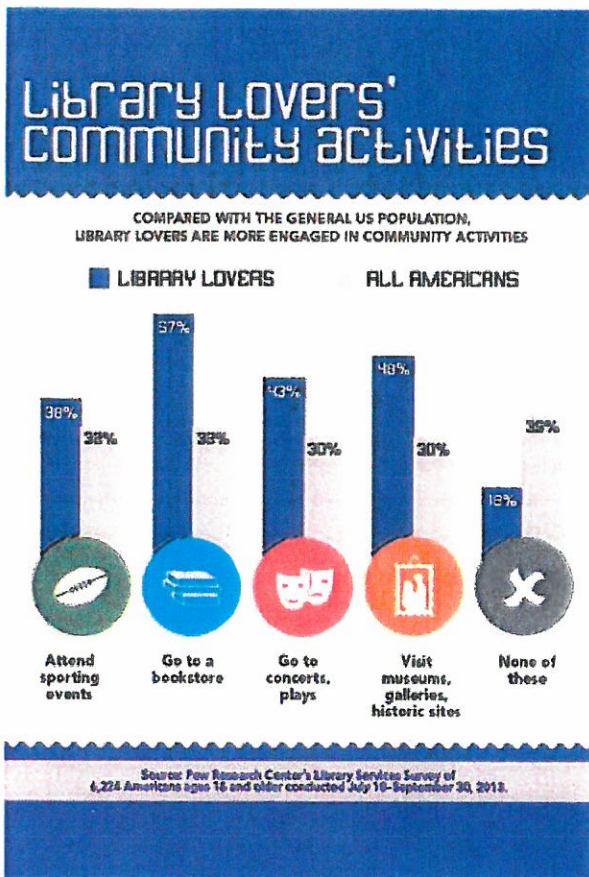
One of the main new insights we get from this kind of analysis is a fuller picture of how people's lives tie (or don't tie) to information and communities. There are definitely "information haves" and "information have nots" in the United States. The recurring insight throughout the report is that people's library habits do not exist in a vacuum. Americans' connection—or lack of connection—with public libraries is part of their broader information and social landscape.

These patterns are particularly prominent in the high-engagement categories, which contain many of these (often overlapping) groups. In contrast, the low and nonengagement groups tend to be more distinct in the circumstances surrounding their lack of library engagement. For instance, looking only at low-engagement groups (which include people who have used a library at some point in their lives but not recently), there are:

- **Not for Me:** Respondents who tend to dislike public libraries and are more likely to see them as irrelevant to modern life;
- **Young and Restless:** Young people who generally feel positively about public libraries but are relatively new to their neighborhoods and unlikely to know where their local library is located;
- **Rooted and Roadblocked:** Older adults who generally think libraries are good for their community but may have obstacles in their lives, view libraries as somewhat difficult to use, or otherwise think that libraries are not personally relevant to them at this point in their lives.

Beyond the descriptions of individual groups, another common thread in the data is that socioeconomic status is often tied to library engagement in some key respects





Broadly speaking, adults with higher levels of education and household income are more likely to use public libraries than those with lower household incomes and lower levels of education. However, among those who have used a library in the past year, adults living in lower-income households are more likely to say various library services are very important to them and their families than those living in higher-income households.

These findings echo in several ways:

**Life stage and special circumstances are linked to increased library use and higher engagement with information:** Deeper connections with public libraries are often associated with key life moments such as having a child, seeking a job, being a student, and going through a situation in which research and data can help inform a decision.

**Highly engaged library patrons are also more likely to use newer technologies, including e-readers and tablets:** A common narrative is that Americans are turning away from libraries because of newer technology, but the data shows that most highly engaged library users are also big technology users. In fact, members of the groups with the highest levels of library engagement are more likely to own e-readers than most lower-engagement groups, and almost half (46%) of Information Omnivores (the second-highest engagement group) own tablets.

**The most intense library users are also the most frequent bookstore visitors:** The Library Lovers group represents the most highly engaged users in the typology. Its members are also big readers: Most of them read books daily, and they read an average of 27 books in the past year. And despite their generally higher levels of library use and the fact that most prefer to borrow books rather than purchasing them, 57% say they visit bookstores regularly. That is a higher proportion than any other group.

**The most highly engaged library users are most likely to make frequent use of library websites:** Roughly eight in 10 members of the highest engagement groups have used a library website in the past year, compared with 30% of the general public. And about half of Library Lovers use one at least once a week.

It has been a great pleasure to work with the library community for the past three years. We hope librarians will find this material useful as they discuss the role of libraries in their communities and make plans for the future.

*KATHRYN ZICKUHR is research associate at the Pew Research Center's Internet and American Life Project. LEE RAINIE is director of the project, which has studied the social impact of digital technologies since 2000.*



# County of Santa Cruz

## COUNTY ADMINISTRATIVE OFFICE

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SUSAN MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

May 29, 2014

**AGENDA:** June 2, 2014

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

### REVISED REVENUE ESTIMATES FOR 2013-14 AND 2014-15

Dear Members of the Board:

The purpose of this letter is to provide your Board with revised estimates of the funds available to the libraries for 2013-14 and 2014-15. The revised estimates, which update the estimates provided in January 2014, are based on the most recent data on sales and property tax revenues and updated population numbers for the service areas of the Santa Cruz City/County Library System and the Watsonville Library.

The tables that follow and Attachment 1 show:

- ✓ The population percentages used to distribute Library Financing Authority funds for 2013-14 and 2014-15; and
- ✓ The revised revenue estimates for 2013-14 and 2014-15.

#### Population

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

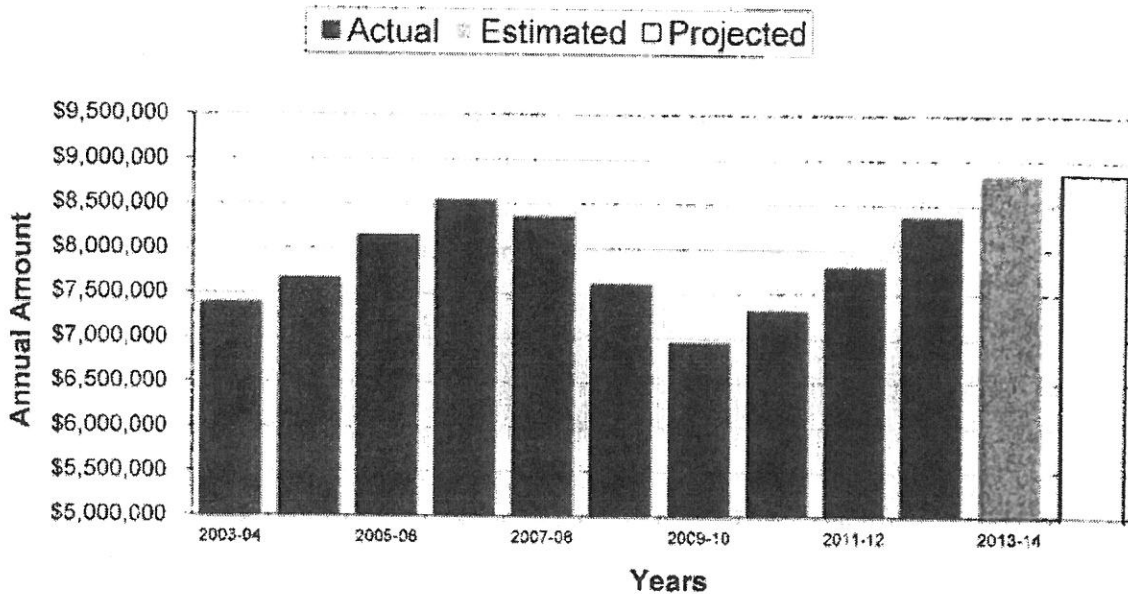
**Table 1  
Population Percentages for 2013 and 2014**

Item	2013	2014	Change
Santa Cruz City County Library System	77.51%	77.53%	0.02%
Watsonville Library	22.49%	22.47%	-0.02%
Totals	100.00%	100.00%	0.00%

**Sales Taxes**

As illustrated in the following graph, the sales tax component of the 2014-15 revenue estimate is based on 2013-14 performance. The estimate is conservative and therefore does not anticipate growth for 2014-15. We will provide an update on Sales Tax revenue when the final results for the fourth quarter of 2013-14 are known in July. Through May, Sales Tax revenue for the fourth quarter of 2013-14 was \$52,800 above our January estimate. Attachment 2 provides a history of the library sales tax receipts.

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



**Property Taxes**

The property tax estimates used to calculate the 2014-15 County Maintenance of Effort (MOE) contribution are based on 2% revenue growth due to assessed value growth and Proposition 8 restorations. This results in a County MOE of \$4,802,602 in 2014-15.

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

**Revised Revenue Estimates**

As shown in Table 2, the revised revenue estimate for 2013-14 increased by \$249,291 from the revenue estimate provided to your Board in January 2014 and the revenue estimate for 2014-15 has improved by \$255,574. Sales Tax estimates are based upon actual receipts through May 2014. The

**BOARD OF DIRECTORS  
REVISED REVENUE ESTIMATES (2013-14 and 2014-15)**

Auditor-Controller has an existing procedure in place to distribute excess revenue as it is received in accordance with the population percentages approved in the current fiscal year Library Financing Authority budget.

**Table 2  
Revised Revenue Estimates - Jan 2014 Compared to May 2014**

Item	2013-14					2014-15			
	Jan 1, 2013 Pop	Approved Budget	January Estimate	May Estimate	Jan - May Increase	January Estimate	Jan 1, 2014 Pop	May Estimate	Jan - May Increase
<b>Measure R (Sales Tax)*</b>		\$8,327,541	\$8,660,152	\$8,850,675	\$190,523	\$8,660,152		\$8,850,675	\$190,523
<b>Maintenance of Effort</b>									
City of Santa Cruz		1,394,751	1,394,751	1,394,751	0	1,394,751		1,394,751	0
City of Watsonville		541,684	541,684	541,684	0	541,684		541,684	0
County		4,662,334	4,645,844	4,704,861	58,817	4,737,502		4,802,602	65,100
<b>Total MOE</b>		<b>6,598,769</b>	<b>6,582,279</b>	<b>6,641,096</b>	<b>58,817</b>	<b>6,673,937</b>		<b>6,739,037</b>	<b>65,100</b>
<b>Interest Earnings</b>		2,618	2,446	2,397	(49)	2,446		2,397	(49)
<b>Total</b>		<b>\$14,928,928</b>	<b>\$15,244,877</b>	<b>\$15,494,168</b>	<b>\$249,291</b>	<b>\$15,336,535</b>		<b>\$15,592,109</b>	<b>\$255,574</b>
<b>Distribution Detail</b>									
<b>Measure R (Sales Tax)</b>									
Watsonville Library	22.49%	\$1,872,864	\$1,947,668	\$1,990,517	\$42,849	\$1,947,668	22.47%	\$1,988,747	\$41,079
Santa Cruz Library System	77.51%	6,454,677	6,712,484	6,860,158	147,674	6,712,484	77.53%	6,861,928	149,444
<b>Total</b>	<b>100.00%</b>	<b>\$8,327,541</b>	<b>\$8,660,152</b>	<b>\$8,850,675</b>	<b>\$190,523</b>	<b>\$8,660,152</b>	<b>100.00%</b>	<b>\$8,850,675</b>	<b>\$190,523</b>
<b>Maintenance of Effort</b>									
Watsonville Library	22.49%	\$1,484,063	\$1,480,355	\$1,493,582	\$13,228	\$1,500,968	22.47%	\$1,514,262	\$13,294
Santa Cruz Library System	77.51%	5,114,706	5,101,924	5,147,514	45,589	5,172,968	77.53%	5,224,775	51,807
<b>Total</b>	<b>100.00%</b>	<b>\$6,598,769</b>	<b>\$6,582,279</b>	<b>\$6,641,096</b>	<b>\$58,817</b>	<b>\$6,673,936</b>	<b>100.00%</b>	<b>\$6,739,037</b>	<b>\$65,101</b>
<b>Interest Earnings</b>									
Watsonville Library	22.49%	\$589	\$550	\$539	(\$11)	\$550	22.47%	\$539	(\$11)
Santa Cruz Library System	77.51%	2,029	1,896	1,858	(38)	1,896	77.53%	1,858	(38)
<b>Total</b>	<b>100.00%</b>	<b>\$2,618</b>	<b>\$2,446</b>	<b>\$2,397</b>	<b>(\$49)</b>	<b>\$2,446</b>	<b>100.00%</b>	<b>\$2,397</b>	<b>(\$49)</b>
<b>Grand Total</b>									
Watsonville Library	22.49%	\$3,357,516	\$3,428,573	\$3,484,638	\$56,065	\$3,449,187	22.47%	\$3,503,547	\$54,360
Santa Cruz Library System	77.51%	11,571,412	11,816,304	12,009,530	193,226	11,887,348	77.53%	12,088,562	201,214
<b>Total</b>	<b>100.00%</b>	<b>\$14,928,928</b>	<b>\$15,244,877</b>	<b>\$15,494,168</b>	<b>\$249,291</b>	<b>\$15,336,535</b>	<b>100.00%</b>	<b>\$15,592,109</b>	<b>\$255,574</b>

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

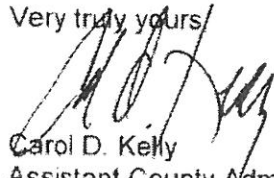
**Recommendation**

It is RECOMMENDED that your Board take the following actions:

1. Approve the amounts shown in Table 2 on page 3 of this letter as the revised revenue estimate for 2013-14 and the final revenue estimate for 2014-15; and

- 2. Authorize the Auditor-Controller to make all necessary adjustments to facilitate 2013-14 year end closing and 2014-15 budget adjustments and distribute any revenue received in excess of the adopted budget in accordance with the population percentages.

Very truly yours/



Carol D. Kelly  
Assistant County Administrative Officer

Attachments

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

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## Attachment 1

Final Revenue Estimate for 2014-15

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**2014-15 Final Revenue Estimate  
Library Financing Authority  
Population Adjustments, Authority Revenues and Disbursements**

Population <sup>1</sup>	Amount	Adj. <sup>2</sup>	Adj. Amount
<b>Watsonville Library</b>	<b>52,508</b>	<b>8,519</b>	<b>61,027</b>
<b>Library System</b>			
-- City of Santa Cruz	63,440		63,440
-- County Library Fund			
Unincorporated Area	133,557	(8,519)	125,038
Scotts Valley	11,954		11,954
Capitola	10,136		10,136
<b>Total County Library Fund</b>	<b>155,647</b>	<b>(8,519)</b>	<b>147,128</b>
<b>Total Library System</b>	<b>219,087</b>	<b>(8,519)</b>	<b>210,568</b>
<b>Grand Total</b>	<b>271,595</b>	<b>0</b>	<b>271,595</b>
<b>Library Financing Authority Revenues</b>			<b>Amount</b>
<b>Section 3.1 -</b>	<b>Amount From Maintenance of Effort Contributions</b>		
-- City of Santa Cruz			\$1,394,751
-- City of Watsonville			541,684
-- County Library Fund			4,802,602
<b>Total Maintenance of Effort</b>			<b>\$6,739,037</b>
<b>Section 3.4 -</b>	<b>Amount from Special Tax</b>		8,850,675
<b>Interest Earnings</b>			2,397
<b>Carry Over Amount</b>			0
<b>Distribution Amount</b>			<b>\$15,592,109</b>
-- County-wide Population			271,595
<b>Per Capita Amount</b>			<b>\$57.41</b>
<b>Library Financing Authority Disbursements</b>			<b>Amount</b>
-- Watsonville Library	61,027	22.47%	\$3,503,547
-- Library System	210,568	77.53%	12,088,562
<b>Total</b>			<b>\$15,592,109</b>

<sup>1</sup> From January 2013 and 2014 Official State Estimates of the Population of California Cities and Counties (Report E-1) published by the State Department of Finance May 1, 2014.

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



**Population Adjustments**

Item	Adjustments	Total	Library System	Watsonville Library
1. Department of Finance Population Estimate for January 1, 2014 (E-1 Report).		271,595	219,087	52,508
2. Joint Exercise of Powers Agreement Santa Cruz County Library Financing Authority Section 4.3 (A) Service Area Population Adjustment for 2014-15 of plus 3.1366% for the Watsonville Library and minus 3.1366% for the City-County Library System.	8,519			
3. Joint Exercise of Powers Agreement Santa Cruz County Library Financing Authority Section 4.3 (B) Service Area Population adjustment for annexations applicable to the 2014-15 Fiscal Year.	0			
Totals	8,519		(8,519)	8,519
Adjusted Totals for 2014-15 Revenue Estimate		271,595	210,568	61,027

Library Sales Tax Receipts - Quarterly and Annual

Year	Quarter	Quarterly Actual	Estimate **	Annual		
				Actual/ Estimate	Change over Prior Year	% Change over Prior Year
2002-03	1	1,826,667				
2002-03	2	2,032,714				
2002-03	3	1,833,704				
2002-03	4	1,686,660		\$7,379,745	(\$91,239)	-1.22%
2003-04	1	1,843,986				
2003-04	2	1,986,815				
2003-04	3	1,787,501				
2003-04	4	1,712,421		\$7,330,725	(\$49,020)	-0.66%
2004-05	1	1,969,607				
2004-05	2	1,911,909				
2004-05	3	1,983,125				
2004-05	4	1,500,041		\$7,664,682	\$333,957	4.56%
2005-06	1	1,912,226				
2005-06	2	2,298,069				
2005-06	3	2,060,642				
2005-06	4	1,875,281		\$8,140,216	5464,536	6.32%
2006-07	1	2,124,038				
2006-07	2	2,318,897				
2006-07	3	2,098,577				
2006-07	4	1,998,430		\$8,539,942	\$390,724	4.79%
2007-08	1	2,182,266				
2007-08	2	2,182,896				
2007-08	3	2,035,609				
2007-08	4	1,953,174		\$8,353,945	(\$185,997)	-2.18%
2008-09	1	2,112,168				
2008-09	2	2,125,649				
2008-09	3	1,795,088				
2008-09	4	1,570,743		\$7,603,658	(\$750,287)	-6.98%
2009-10	1	1,783,988				
2009-10	2	1,764,882				
2009-10	3	1,747,693				
2009-10	4	1,650,856		\$6,947,419	(\$659,239)	-8.63%
2010-11	1	1,845,994				
2010-11	2	1,944,408				
2010-11	3	1,784,248				
2010-11	4	1,736,035		\$7,312,685	\$355,266	5.26%
2011-12	1	1,977,610				
2011-12	2	2,017,194				
2011-12	3	1,926,746				
2011-12	4	1,875,232		\$7,799,784	\$487,098	6.66%
2012-13	1	2,067,292				
2012-13	2	2,213,270				
2012-13	3	2,073,641				
2012-13	4	2,010,230		\$8,364,440	\$564,656	7.24%
2013-14	1	2,308,067				
2013-14	2	2,271,714				
2013-14	3	2,211,364				
2013-14	4		2,063,030	\$8,854,175	\$489,735	6.28%
2014-15	1		2,308,067			
2014-15	2		2,271,714			
2014-15	3		2,211,364			
2014-15	4		2,063,030	\$8,854,175	\$0	0.00%
2013-14 Estimated Total Receipts Net of Audit Fee				\$8,850,675		
History for additional years going back to Fiscal Year 1997-98 is available upon request						
* The amount for the 1st quarter of 2008-09 includes the cost of the Measure R Election						
Estimated cost of the election was \$275,000 Actual cost of the election was \$199,267						
** Bold Amounts are Estimated						