



Board of Library Trustees

INFORMATION CALENDAR

October 15, 2013

To: Honorable Mayor and Members of the City Council

From: Board of Library Trustees

Submitted by: Donna Corbeil, Director of Library Services, Acting as Secretary, Board of Library Trustees

Subject: Status Report: Activities of Public Library for Fiscal Year 2012-2013

SUMMARY

This Berkeley Public Library Annual Report for Fiscal Year 2012-2013 is presented to the Berkeley City Council and the community to provide updated information about the status and activities of the Public Library in the provision of vital and valued services to the community. The annual report includes information about programs, services, and major activities and decisions of Library staff and the Board of Library Trustees during the past fiscal year.

CURRENT SITUATION AND ITS EFFECTS

The Berkeley Public Library consists of the Central Library in the downtown district, four neighborhood branch libraries, and a tool lending library. At the start of fiscal year 2013, two branches, the West and South were in construction. In May 2013, the South Branch was reopened for public services. Currently, the West Branch Library is still in construction, and is expected to reopen by the end of the current calendar year.

In the next few months the Library will produce an annual report for fiscal year 2013, highlighting services, statistics on use, a summary of the budget, and other information related to the general state of the Library. The Library Board is committed to communicating with the public regarding their activities and the status of the Library, and has directed staff to continue the past practice of producing and making available an annual report.

At the meeting of September 11, 2013 the Board of Library Trustees adopted a Resolution approving the Annual Report to the Berkeley City Council by the following vote: Ayes: Trustees Franklin, Holcomb, Moore and Novosel; Noes: None; Absent: Trustee Burton.

BACKGROUND

As prescribed by the City of Berkeley Charter, the Board of Library Trustees is to make an annual report to the City Council giving the condition of the Library with a summary of their proceedings. In addition, reports and information as requested on specific topics are shared with the Council. In the past, these reports have been written and oral.

POSSIBLE FUTURE ACTION

None

FISCAL IMPACTS OF POSSIBLE FUTURE ACTION

None

CONTACT PERSON

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Attachments:

1. Berkeley Public Library Board of Library Trustees: Annual Report to City Council

Annual Report to City Council for period July 2012 through June 2013

This Berkeley Public Library annual report for Fiscal Year 2013 is presented to the City Council and to the community, in order to provide current information about the activities of the public library and its commitment to creating lasting public value for the City of Berkeley.

I. Library Operations, Services & Activities

Part of the Community

The Berkeley Public Library is one of the most heavily used libraries in California among public libraries of a similar population, when compared visit to visit and checkout to checkout we are in the category of extremely popular with over 1.9 million items circulated. The last year saw an increase of over 10%, or 145,000 more items checked out with two branches still closed for improvements. In addition, the Central and two open branches welcomed 1,044 million visitors, slightly down from the 1.1 million in FY 11. Informational inquiries are up this year, approximately 193,000 of them, including all of the branches, online, in-person and telephone.

While we are pleased with our successes, we remain committed to reaching everyone in Berkeley that may not be taking full advantage of their public library. This past fiscal year communication planning efforts were initiated to find out how and why people use the library and our website; how aware they are of our many programs and services; what they would like to know more about; and finally, what we can do to more effectively communicate with our community. This valuable information will be used in planning future publicity campaigns and assist us in how we do our day-to-day work.

The community assisted the Library in another important area this past year as we considered increasing the hours of operation at the branch libraries. Again, a survey was conducted online and in paper at all open libraries. After much discussion, consideration of the survey results and budget analysis, this valuable community feedback supported an increase in branch library hours. In FY14 the branch hours will be increased, adding one morning and one evening to the current schedule, for an additional 4 hours per week at each of the four locations. The new and improved branch libraries will be even more available than previously.

Services and Programs

Our commitment to service includes a rich variety of events and programs for all ages, offered for free at a branch or the Central Library. With over 1,900 programs last fiscal year and 40,000 attendees staff was busy arranging performers, booking authors and putting the finishing touches on a children's story time or a special event. Our annual Summer Reading Program, and all of the programs held for children and their families are extremely popular, cumulatively accounting for over half of the number of total library wide programs and 70 percent of attendees annually.

Adult focused programs range from the practical, including Resume Writing Workshops and Drop in Job Counseling to feeding all of the senses, with rotating art exhibits and artist receptions held at the Central Library. Among the highlights of this last year's amazing list of artists was a special exhibit by Berkeley-based artist **Vita Wells**, with a large installation of some two hundred altered books spanning three levels of the atrium of the **Berkeley Public Library's Central Branch** titled "**Flights of Mind**", **this was such a hit it was extended by several weeks**. More than books and art, the library is a regular participant in the Bay area's eclectic music scene and a venue for downtown festivals, along with our own programs

featuring opera, blues and jazz musicians. The library is a place to experience the intimate setting of a lap sit with your baby with one of our mesmerizing children's librarians, and for adults a place to hear author Michael Lewis in conversation with Linda Schacht Gage, talk about shadowing President Obama during his first term in office.

Workshops & Series

Staff organized several series this past year, these require much planning and coordination but are often poignant in topic and touch on themes and issues of particular interest to Berkeleyans. **In January, a two-part film discussion series** called “**Our Stories, Our Voices**” explored the wartime experience of Japanese Americans in California during World War II. Each session included a film screening followed by discussion and Q&A moderated by a range of special guests, including local filmmaker **Ken Kokka**, noted cultural historian **Donna Graves**, Academy and Emmy award winning director **John Korty**, and author of the memoir *Farewell to Manzanar*, **Jeanne Wakatsuki Houston**. **Beginning in May, staff launched** the Berkeley Comic Arts Festival, a series of events for teens and others interested in this dynamic medium to celebrate comic books and graphic novels, and their creators. Over several months, these events explored the breadth of stories told through the comics form, and explored the full impact and popularity of comics and graphic novels as diverse, high-quality reading material for readers of all ages. This series of author visits, workshops, and educational events were funded by a State Library grant and the Friends of the Library.

Engaging the Community

In addition to presentations, the library makes an effort to include participative programs; several that we are particularly proud of include the annual celebration of peace day in June with origami crane folding which has become a tradition for many Berkeley families. **An extra special program of six-sessions, a hand-on Memoir-Writing Workshop was led by Frances Lefkowitz.** In this workshop for people of all ages and backgrounds, students wrote personal essays, or true stories, about the events, people, and places in their lives. The process of writing and reflection brings added layers of reflection and context which turn the telling into literature; they also help the writers see with fresh understanding the stories they've heard or told their whole lives.

And last but not least, the North Branch opened its doors to a special group of visitors, achieving maximum occupancy by their young admirers – the popular Paws to Read program. Children in grades kindergarten through five signed up for a twenty minute session where they read aloud to a gentle dog provided by TherapyPets, a nonprofit all volunteer organization. Paws to Read is a great way for children to practice oral fluency, spend time with a friendly dog, and have fun while helping to boost their self-esteem and confidence, as well as foster a fondness for reading.

Building Minds – Early Literacy

Research continues to show that early exposure to language and print support literacy and school performance throughout a child's life. Children's services staff here at the library have responded to the growing awareness of Early Literacy's importance with a full suite of library programs. In addition to our weekly storytimes, in March, staff worked with local community resource specialist to offer our second five-week series of “play-shops”, combining developmentally appropriate play with information about child development. Also in March, we completed successful session of “Read-to-Me”, our at-home reading challenge for parents of

preschoolers and younger children. Other programs designed for families of young children included “Amazing Elephants”, which uses elephants to introduce STEM (science, technology, engineering and math) concepts to kindergarteners. In April, staff participated in Preschool Family Literacy Nights at all Berkeley Unified School District preschools, reaching 368 kids and caretakers with stories, early literacy tips, and a book of rhymes (in English and Spanish) to take home.

School Age Children

Programming doesn't stop once children start school, and with activities ranging from the well-facilitated 4th and 5th Grade Book Group to our monthly Games Galore, library staff found fresh ways to connect children to the written word. The arts and sciences feature strongly in our offerings for children, and with the generous support of the Friends, we were able to present programs at Central and the branches ranging from shadow puppets to beekeepers, from magicians to the uncategorizable Dave the Horn Guy. Highlights from this year included a visit from well-known children's musician Jose-Luis Orosco, who packed the South Branch Meeting Room with families enjoying his energetic sounds. Also this summer, Claremont hosted Cooking with Chef Tracie, giving kids the chance to sample tastes of the world they cooked themselves. Finally, in June, we hosted our inaugural Author's Tea, featuring local favorite Annie Barrows, creator of the Ivy & Bean series of books.

Literacy for All

Berkeley's adult and family literacy program works with those that may not have the reading and writing level proficiency they need to thrive. Over 100 tutors volunteer their time to work one-on-one and in small groups with 220 adult learners and 38 families. Among the programs the literacy office conducted in FY12 is a bi-annual book distribution to nine area pre-school programs, resulting in 761 books being given away; regular visits to early learning sites is part of the programs family component. The literacy program partners with many local organizations and non-profits in the community to reach new clients and identify tutors. In addition the program has a technology component, using the Central Library computer lab regular trainings and practice sessions are held with tutors and learners to access specialty software and practice new skills.

Diverse Collections

We've noted that circulation, the checkout of library materials has increased, but what are people checking out? The answer is books, movies, music, audio recordings, tools, downloadable electronic books and audio-books and magazines. As in the past the traditional book continues to be the most popular format - of the 1.9 million circulations, 1.1 million were books. For several years now the library has offered downloadable books and audiobooks, our collection of titles is up to 4,500, with checkout at 50,000; a small but growing collection. Movies and music and other media account for 36% of the items checked out. Children and their caregivers are dedicated library users and ravenous readers, with approximately 36% of the total checkouts from our children's collections; with children's picture books representing the category with the highest number of checkouts among all collections, over 100,000 in FY12.

At 45,000 checkouts, those that use the library's tool lending library know that every tool they bring home contributes to a repair completed, tree house built, garden tended and money-saved, satisfying the DIY gene in all of us. If you haven't been to the new South Branch and tool library it is open and well stocked for your project and hobby needs.

In the FY12 budget the library expended almost \$1 million on purchasing a vast array of materials, distributed throughout the Central and branch libraries and available online from our website. Again, books are the largest category but we also have invested in electronic resources to support a robust online library of resources available to library card holders 24/7. This ongoing commitment is essential to ensure the collection remains robust, current and relevant to the community's needs and interests.

Digital Literacy & Access

The public library has a key role in providing access to online and electronic resources. As businesses, government, community groups and publishing evolves and the Internet becomes the central access point, as well as a tool for doing business - libraries are responding. In FY 12, staff at the Central library held 16 basic computer classes with over 1,100 attendees. More informal learning and assistance takes place every day at all library locations, with 74 public access computers, 28 laptops and 10 Apple I-pads available in-house, staff is there to help. In addition the library offers WiFi at all branches. Library computers were reserved for over 150,000 sessions throughout the fiscal year, with the most popular application Internet Explorer, with users taking advantage of Microsoft Word, Excel, Powerpoint and Access. The library offers, generous time limits, high speed internet access, Microsoft suite of software, headphones for audio capacity and printing, for many surpassing the capacity they have at home or work to connect. People apply for jobs, listen to music, watch a movie, converse with a relative or friend far away, research medical information and a wide-variety of other purposes, there are as many different reasons as there are people, with the commonality they all have access to the world from their neighborhood library.

A recent Pew Research Center's Internet & American Life project found that, "many library patrons are eager to see libraries' digital services expand, yet also feel that print books remain important in the digital age". In addition to being an access point the library is also a portal, providing access via our website to the library's catalog, online fee-based databases, full-text articles, e-books and downloadable magazines, music and more. Staff has created easy to use guides on researching popular topics, organized databases, including one of local organizations arranged by subject and posted up-to-date information about library programs and events. In the coming year the library's redesigned website will be launched offering improved access and easier to find information on our services and collections.

DIY Anytime, Managing your Library Account

Individual library accounts accessed online through the library's website allow patrons to place a hold on a title (including Link+), download an e-book, pay fines, change their contact information, renew their checked out material, access their reading lists, reserve a computer and much more, while the library is closed. The use of technology has not only facilitated increased privacy by allowing you to manage your own account but improved library operations and internal efficiency, allowing staff to focus on in-person and one-on-one assistance, provide more programs and explore new innovations. In FY12 library patrons made excellent use of self-service functions in the library and online, 83% of checkouts and renewals were done either online, through the automated phone renewal system or at a self-check station in the library. The use of the public access computers are one of the library's most popular services, because of this patrons often book a computer in advance. This is another opportunity to manage your own account; patrons can access the computer reservation system and book a computer via an automated telephone reservation system or through the library's website. Often regular users

will book their next session while they are at the library or do this remotely, 86% of bookings were made using self-service options in FY12.

Building Community Support

The Friends of the Library continued their tradition of support in FY12, donating over \$88,000 to fund special programs, such as the annual children's summer reading program and opening day events and programs at the South and West branch libraries. In addition, they continue to manage two book stores, have become a player in the online book selling world and expanded the use of special Saturday book sales, an old idea refreshed to meet the demand for low-cost slightly used books.

Library Foundation Milestones

The Berkeley Public Library Foundation concluded their successful three-year Neighborhood Libraries Campaign – We Love Our Libraries, in February, contributing a total of \$1.9 million to the library. By the end of FY 12 the Library Foundation was well on its way to contributing \$2.1 million to the library, these funds were used to purchase computers, equipment and furnishings for the Claremont, North and South branches, with just the West branch project outstanding. The Foundation has been an important community partner throughout the bond program, contributing funding for needed items not allowable under bond financing rules but also rallying community support and participation. The opening events are a testament to their community spirit and connections. The recent South opening was a major event, thanks to all those who joined us and the Foundation and Friends for the fiscal support for this special library Occasion. Also in February, the Foundation held its 11th annual Authors Dinner, in the historic reading room of the downtown Central Library. Celebrated local authors Michael Chabon and Ayelet Waldman were honorary co-chairs of the event, joining 30 acclaimed authors and several hundred guests for an evening of cultural celebration that raises funds for the ongoing work of the Foundation.

II. Board of Library Trustee Proceedings & Activities

Trustee Appointments

The Chair and Vice-Chair elections occurred in October 2012; Winston Burton was elected Chair and Abigail Franklin as Vice-Chair. Trustee Burton was recommended by the Board for a second 4-year term by R12-08, to commence March 2013. At the November 27, 2012 Council meeting the Mayor reappointed Council Member Moore to the Board of Library Trustees for the period ending January 31, 2014.

Meetings

The Board set on November 14, 2012 the regular BOLT meeting time as the second Wednesday of the month, excepting the summer recess taken in August. The Board held regular meetings on: July 11, 2012; September 12, 2012; October 10, 2012, November 14, 2012; December 19, 2012; January 9, 2013; February 13, 2013; March 13, 2013; April 10, 2013; and June 12, 2013.

The Board held one Special Session on May 29, 2012; and two Special Joint Closed Session with the Board and City Council were held on January 29, 2013 and May 14, 2013.

Activities and Significant Decisions

Services

The Board set the 2013 Holiday Schedule for the library by Resolution R12-067 at the November meeting with a slight revision approved in December by Resolution R12-082.

The Board received an update on the status of new initiatives added the previous fiscal year to the Berkeley Public Library Strategic Plan (2008-2013), at the July 2012 meeting, the regular December 2012 meeting, and again at the July 2013 regular meeting.

As part of Strategic Plan and Biennial Budget discussions the board explored options related to increasing the open hours of the four branch libraries. At the regular February 2013 meeting staff reported on the results of a community survey and options. After considering various service scenarios the board approved at the regular board meeting in May a new operating schedule to take effect in FY 2014; resulting in an increase in branch hours to 52 hours per week at each of the facilities with one additional morning and one additional evening added to the permanent schedule.

Fiscal

The Board began the FY 14/15 Biennial Budget development process at the December 2012 regular meeting by approving library budget priorities by Resolution R12-084. A budget workshop was held at the March 13, 2013 regular meeting; a Proposed Biennial FY 2014/15 Library Budget was presented for discussion at the April 10, 2013 regular meeting. The board adopted the Biennial Library Budget, for FY 2014 projected revenues of \$17,304,774 and expenditures of \$21,445,748; and for FY 2015 revenues of \$16,523,685 and expenditures of \$16,847,890, exclusive of Measure FF bond funds at the regular meeting of May 29, 2013 by Resolution R13-035. At the December 19, 2012 regular meeting the board approved the Measure FF Library Bond Program budget revisions by Resolution R12-085, to substantially close out the North Branch Library and Claremont Branch Library projects and to fully fund the South Branch library project. The revised December bond budget and revised program schedule were approved at the June 12, 2013 meeting to complete fiscal year budget development activities.

The Board made a recommendation to Council to set the Library Services Tax rate for FY 2014 with a growth factor of 5.12% based on the California Personal Income Growth factor for the San Francisco Bay area.

The General election ballot included a local Gann Override Measure reauthorizing the Library Tax approved in 1988 by the voters (Library Relief Act). At the December 12, 2012 regular meeting Council approved the Results of the November 6, 2012 General Municipal Election. This included: Measure P – Gann Limit Override, which encompasses the library tax. As a result of continued community support the tax was renewed for four-years ensuring a stable funding source for the library.

The Library applies for and accepts grant awards throughout the year directly related to supporting library operations and services, during the reporting period these included:

- Bay Friendly Landscaping Grant for the Claremont Branch Library NTE \$15,000 by Resolution R13-016
- State of California - California Library Literacy Services (CLLS) Program NTE \$34,140 by Resolution R12-056 and \$4,500 in LSTA funds for the Library's Literacy program by Resolution R13-017
- Grant from BALIS (Bay Area Library Information System) for a special project related to implementing an incident tool kit for use by staff

- The Library Foundation made multiple gifts through the year related to the Branch Neighborhood Libraries Campaign, Measure FF Initiative

FY 2013 Gift Report to Council was approved by the board at the regular meeting in July 2013.

Policy

Approval of:

- Circulation Policy and Fees Revised
- Media Checkout Limits and Fines Revised
- Library Fee Schedule 2013
- General Records Schedule (GRS) amendments related to the library
- Library Community Meeting Room Use Policy and Guidelines Revised
- Charging Electronic Equipment Policy Repealed
- Library Rules of Conduct Revised
- Green Cleaning Policy for Library Facilities
- Fine Amnesty Campaign

III. Significant Branch Renovation Program Activities, Measure FF

Since Berkeley's voters approved Measure FF in November 2008, the Berkeley Public Library has embarked on its building program to enhance library services and to improve accessibility, code compliance, and seismic safety in all the neighborhood branches to serve the neighborhood communities into the future. Information, current plans and project information, links to make a comment, and links to notices of past meetings are available at http://www.berkeleypubliclibrary.org/about_the_library/b-renovation.php.

The Project management firm, Kitchell CEM Inc. made bond program presentations to the board at regular meetings on September 12, 2012, December 19, 2012 and March 13, 2013 and June 12, 2013. At the December 19, 2012 regular meeting of the board a revised bond program budget and schedule were adopted by Resolution R12-085 and confirmed again by Resolution R13-039 at the regular meeting of June 2013 meeting.

As needed the Board has recommended to Council for approval contracts and contract amendments related to the implementation of the branch library bond measure and submitted informational reports on the status of related activities:

- July 2012 Status Report on Civic Art component for Measure FF Projects.

SOUTH BRANCH

In FY 2013 the South Branch Library reopened, a community celebration was held on May 11, 2013. The Branch Library has been well received, with previous patrons returning. New library visitors and residents are finding their way to the new facility and the tool lending library situated prominently on the corner of MLK JR Way and Russell Street, a thoroughfare for those traveling across town but also adjacent to a popular bike path and the South Berkeley recreation center program.

WEST BRANCH

The branch is currently closed to the public, construction activities began in June 2012. The current anticipated Final Completion date is last quarter of calendar year 2013.

