MEETING DATE: Thursday, May 23, 2013

AGENDA ITEM #: 6

ITEM: ACCEPTANCE OF MINUTES

RECOMMENDED ACTION:
Commissioners will approve or amend the minutes for the meeting of March 28, 2013.
March 11, 2013

The Honorable Lois Wolk
California State Senate
State Capitol, Room 5114
Sacramento, CA 95814

Subject: Local Government Finance: Public Libraries (SCA7)

Dear Senator Wolk:

Thank you for your long support of public libraries. On behalf of the residents of the City of Concord as Mayor, this is to endorse your proposed constitutional amendment that would reduce the threshold for passage of local public library measures from two thirds to 55%.

Public libraries are the community’s living room where students can do their homework in a safe place; residents can use the public access computers to perform job searches and file for government benefits; and others research opportunities to establish new businesses.

Libraries, like good schools and roads, are an integral part of the community. Again, thank you for introducing this constitutional amendment.

Sincerely,

Daniel C. Helix
Mayor
February 19, 2013

The Honorable Edmond G. Brown Jr.
Governor, State of California
State Capitol, Room 1173
Sacramento CA 95814

Subject: State Library Funding

Dear Governor Brown:

On behalf of the residents of City of Concord, thank you for including public library funding in your 2013-14 Budget. The $4.7 million helps to provide support for literacy programs to teach adults to read, as well as resource sharing between the 183 library jurisdictions.

California’s public libraries:
- Provides a safe place for students to do their homework.
- Reading programs assist in development reading skills which are so important for education success.
- Provide resources to learn skills needed for new jobs and careers.

Increasing library funding would strengthen California libraries which are so important to support the transformative power of education and the growth of our state’s economy. Additionally, without increased funding, over $12 Million in Federal funds that was received in 2012-13 is jeopardized due to the Maintenance of Effort requirement.

Again, on behalf of the 240,000 visitors to the Concord Library each year and the over 1,000,000 California residents who use their libraries each day, please increase the present proposed funding. Thank you.

Sincerely,

Daniel C. Helix
Mayor
Lafayette Library and Learning Center Foundation
Home of the Glenn Seaborg Learning Consortium

Osher Lifelong Learning Institute presents - Landmark Trials
Thursdays, April 4th – May 9th, 10:00 AM – 12:00 noon, LLLC Community Hall

Explore the polarizing issues brought to light by epic trials - each one championed by different historians and legal experts as the trial of the 20th century. Included in our review are the 1913 trial of Leo Frank, a Jewish-American factory superintendent accused of murdering a young female worker, whose case led to the revival of the Ku Klux Klan and the founding of the Anti-Defamation League; the 1968 trial of Huey Newton, co-founder of the Black Panther Party; and the 1972 Angela Davis conspiracy trial.

Lise Pearlman is an author/arbitrator, mediator, and retired judge who has taught in the law schools of Santa Clara University and UC Berkeley. She wrote The Sky’s the Limit: People v. Newton, The Real Trial of the 20th Century?

Fees apply. To register for courses, you must be a member.
To register or for more information please call 510.642.9934 or go to: www.oli.berkeley.edu

Osher Lifelong Learning Institute presents - Music and Spirituality
Thursdays, April 4th – May 9th, 1:15 – 3:15 PM, LLLC Community Hall
Musicians and listeners alike have felt the presence of the divine in making or hearing music. Examine factors including consciousness, emotion, intuition, focus, and the meaning of tones in both the traditional and the spontaneous creation of music. Discuss the spiritual and meditative aspects of yoga, Buddhism, Taoism, voodoo, and American Indian spirituality, as well as the music of Judaism, Christianity, and Islam.

Aaron Blumenfeld taught a popular course, "Free Improvisation at the Piano," at UC Berkeley Extension for 20 years. He is primarily a classical composer, having composed 11 piano concertos, many works for various chamber ensembles and solo piano, and more than 50 art songs.

Fees apply. To register for courses, you must be a member.
To register or for more information please call 510.642.9934 or go to: www.oli.berkeley.edu

Friends of the LLLC present: An Asian Art Museum Docent
Tuesday, April 9th, 2:00 – 3:00 PM, LLLC Community Hall
Join us for an art-filled afternoon as an Asian Art Museum docent describes their latest exhibit, China’s Terra Cotta Warriors: The First Emperor’s Legacy. The docent will share the highlights of the exhibition, which includes ten figures - a representative sample of the actual army of the First Emperor, which is estimated to include more than 7,000 life-sized figures and over 10,000 weapons. First unearthed in 1974, the underground burial complex of the First Emperor is a revelation for the ages, an astonishing discovery on par with Egypt’s mummies and elaborate tombs. The Warriors will be on exhibit at the museum February 22, 2013 – May 27, 2013.

Free. No reservations necessary.
Contra Costa County Library

Fiscal Year 2013-14 Proposed Budget

Contra Costa County
Library Commission Meeting
March 26, 2013

Library Commission Presentation

- Public Libraries in California
- Highlights of Proposed 2013-14 Budget
- Budget Adoption Timeline

Public Libraries in California
ORGANIZATION
• How public libraries are organized
  – County Library
  – City Library
  – Independent Special District Library
  – Joint Powers of Authority (JPA) Library

FORMATION
• Authority to form library
  – Starts with various legislation codes
  – Cities - usually charter authority
  – Special districts - school districts, etc.
  – JPA

COUNTY LIBRARIES
• Formation of County Libraries
  – Begun in 1912
  – Contra Costa County Library 7/21/13
CITY LIBRARIES

FORMATION OF CITY LIBRARIES
- Formed by City Council action.
- Changes in past 15 years include:
  - Withdrawing from County Library system
  - Contracting for services

JOINT POWERS AUTHORITY
- Two or more governing boards of governmental agencies come together.
- Generally serves both city and county.
- JPA most prevalent in the 1990's

WHO GOVERNS
- County - County Board of Supervisors
- City - Library Board/ City Council
- Administrative or Advisory Commission or Board
- Special District - elected by voters
- JPA - specified in JPA agreement
FINANCES
Funding for library services can be:
- General Fund
- Dedicated Tax
- Voter Approved Tax

COUNTY FINANCING
- General Fund County Lib or CS
  - Dollars from the General Fund
  - Puts in competition with other services
  - Possible for Board to earmark % for Library

COUNTY FINANCING (2)
- Dedicated property tax for County Library
  - Separate property tax in place before Prop 13
  - Receive 40% of 1% of tax
  - Funding tends to be more stable
  - Sometimes also receive allocation from General Fund
COUNTRY FINANCING

- Funding from local, approved taxes such as:
  - Special assessment
    - Requires 2/3 voter approval
  - May have Mello-Roos funds

CITY FINANCING

- Major source of 
  - Sales tax
  - Property tax
  - Service to other jurisdictions

SPECIAL DISTRICTS

- Dedicated property tax revenue
- Voter approved revenue
INDEPENDENT SPECIAL DISTRICT

- Usually one city and surrounding area
- Most located in LA, Orange, and Riverside Counties:
  - Alta Loma Library, Buena Park Library
- Palo Verde Valley Library District
- Funds are primarily from dedicated portion of property tax based on pre-Prop 13 tax rate established by local library board or approved by voters

JPA

- Funds can come from any source available to the member agency
  - General fund
  - Dedicated tax
  - Voter approved tax

Member agencies turn over library funds to JPA
Example: Sonoma, Sacramento

OTHER LIBRARIES

- City and County Library - San Francisco, Stockton, San Joaquin
  - City has same financing as other cities
  - County is special district for tax purposes

- City serving entire county
  - Santa Barbara
  - Never established County Library
  - Use General Fund $, contracts for service
REVENUES - ALL LIBRARIES

- Federal/State grants
- Local property tax
- Library generated fines and fees
- Fundraising
- Grants

CONTRA COSTA COUNTY LIBRARY

- Not a special district - but separate from County for most purposes
- Revenue and Taxation Code intend that the County Library obtain a separate property tax allocation
- Auditor has “tax allocation factor” for Library
- CCCL is “special district” for tax allocation

BUDGETED REVENUE
Contra Costa County Library Budgeted Revenue FY 2013-14
Projected as of 2/22/13
**BUDGETED REVENUES**

- Property Taxes: $70,061,440
- Intergovernmental: $2,578,395
- State: $44,000
- Fines and Fees: $794,349
- Other: $172,200
- **TOTAL**: $23,660,384

**Budgeted Property Tax Revenue and % Change**

- FY 07 - 08: 12.36%
- FY 08 - 09: 5.84%
- FY 09 - 10: 8.34%
- FY 10 - 11: 5.98%
- FY 11 - 12: 6.66%
- FY 12 - 13: 1.14%
- FY 13 - 14: 2.53%

**BUDGETED EXPENSES**

- Conta Costa County Library Budgeted Expenses FY 2015-16
- Proposals as of 03/13/15
BUDGETED EXPENSES

- Salaries & Benefits: $19,119,886
- Adult & Youth Activities & Services: $660,379
- Facilities, Maintenance & Utilities: $1,153,092
- Other Services & Supplies: $528,317
- Interdepartmental Charges: $538,631
- Office Expenses: $232,410
- Professional Services: $212,450
- Communications: $205,479

TOTAL: $23,650,384

BUDGET DEVELOPMENT TIMELINE

- Budget submitted: 2/15/13
- Provide estimates to Cities: 2/29/13
- Budget hearing: 4/23/13
- Budget adoption: 5/14/13
Strategic Plan Update

Library Commission
March 26, 2013

Update Elements

- "New Strategic Plan, Working Draft" - January 2008
- http://ccclib.org/docs/strategic/plan/REVISED.pdf
- Strategic Plan Review - October 21, 2011
- "Where we are now" - March 2013

Strategic Plan Review

October 2011
New Strategic Plan - 2006
- Initiatives
  - Reading
  - Lifelong Learning
  - Collaboration
- Peer Library Model
- Service Approaches
  - Customer Service
  - Reference Service
- Collection Development
- Staff Development
- Innovation

Leadership in Reading
- Storytime, Stories to Go, Reach Out and Read
- Summer Reading Festival
- Project Second Chance
- Links
- One City/One Book
- Materials for recreational and lifelong reading, print and ebooks

Value of Lifelong Learning
- One-on-one information and reference service
- Compelling programs, author visits, community forums, lectures, performances
- CCCLib.org website, Answer Me This, live chat
- Staff created research/subject guides
- ESL conversation groups
Foster Collaboration

- Discover & Go
  - Art, museum, and cultural organizations
  - Libraries throughout California
- Library 2 Go Go
- BAR
- Lafayette Library and Learning Center Glenn Seaborg Learning Consortium
- Friends and Foundations!

Positive Brand Identity

cclibrary.org
CONTRA COSTA COUNTY LIBRARY
1913 - 2013

Peer Library Model

- Pleasant Hill library transitions to community library with emphasis on reading, programming, and events for all ages
- Community branches enhance community focus
- Village library makes library services available around the clock and outside the wall
Customer Service
- 80/20 self-service
  - 20% libraries with self-check-out
  - Online library card registration
  - Online hold requests
  - Online renewals
  - Online fines payment
- Streamline service points at libraries when possible

Reference Service
- Service at the first point of contact
- In-library use materials made available for checkout
- Library staff curate and develop research tools curated by library staff
- Increase provision of downloadable e-material

Collection Development
- Materials get to customers quicker due to streamlined selection, purchasing, and acquisitions processing
- Libraries keep materials circulating at point of use
- Links increases access across enormous geographical region
Staff Development

- Emphasis on task teams to expand library services and enhance staff skills
- Lean towards skill sets for strongest teams
- Revitalization of internal training

Innovation

- Library-a-Go-Go *Discover & Go*
- Snap & Go *Summer Reading Festival* *Facebook* *Answer Me This* *Subject Guides* *Online Chat*
- *Cards* *Link* *Text-a-Librarian*
- *e-Commerce*

Conclusions

The library meets and surpasses the community's needs. Enhanced services and changes are needed to fulfill strategic plans. Power of youth and workforce are evident. In 2006, strong leadership is essential for creating a strong library. The community would benefit from more direct input to the next strategic plan.
The New Strategic Plan Will:

- Represent the vision and values of Contra Costa County communities now and into the future.
- Represent community needs regardless of library use.
- Set a vision for library service that is inspiring and innovative.
- Use data, community input, and staff input to maximize the impact.

The Vision – Draft

The Contra Costa County Library leads California in easy, equitable access to library services, advancing literacy and reading, and developing technological innovation.
Goal I

Technology: The library stays ahead of the evolving technological landscape and meets community needs with technological advancements in library services.

Goal II

Reading and Literacy: The library champions personal and community engagement in literacy and reading to enrich lives.

Goal III

Access: The library ensures all Contra Costa County residents have easy, equitable access to library services.
Next Steps

- Finalize Goals
- Draft Library-wide Objectives and Strategies
- Begin Preparation for Community Input
**Major Components of a Strategic Plan**

**Vision**
- Definition: A short, concise statement of what an organization aspires to; how it ideally wants the world in which it operates to be seen. Should be long-term view of the future and serve as a source of inspiration.
- Example: Contra Costa County Library leads the state in providing easy, equitable access to library services, advancing literacy and reading, and developing technological innovation.

**Goal**
- Definition: Addresses strategic focus areas and answers the question of what the organization must do to achieve its vision. Goals move the organization to action and describe what you want to achieve, what outcomes. This should describe the “what,” not the “how.”
- Example: The library ensures all Contra Costa County residents have easy, equitable access to library services.

**Objectives**
- Definition: These items convert the goals into specific performance targets that fall within a set time frame. Objectives offer measurable ways to show that the organization is working toward its goals. They are the only quantifiable elements of the plan, so they often start with words such as “increase” or “decrease.”
- Example: Increase the number of library cardholders by 25 percent in 18 months.

**Strategies**
- Definition: These are the creative approaches that address how a single objective will be achieved and how resources will be allocated. Strategies are broad conceptual methods the organization will use to meet its objectives and reach its vision.
- Example: Launch an outreach campaign to promote the wealth of services the library offers.

**Tactics**
- Definition: The specific action items for carrying out a strategy. They are small, specific, individual steps that are typically used collectively to address a broader strategy.
- Example: Encourage media to provide free ad space. Redesign homepage to feature free opportunities. Post banners at community fairs. Ask employers to include promos with paychecks.

**Metrics**
- Definition: Metrics used to assess the success of the plan at specific points during the implementation as well as at the end. Is the organization making progress toward its goals? Does the organization need to redirect its efforts?
- Example: How many new cardholders have we signed up at the six month mark? Are any strategies or tactics not working? Are there other strategies or tactics that would work better?