CONTRA COSTA COUNTY LIBRARY COMMISSION
AGENDA ATTACHMENT 3

MEETING DATE:    Thursday, September 5, 2013
AGENDA ITEM #:   9
ITEM:            CORRESPONDENCE

RECOMMENDED ACTION:

- None
To Library Commissioners:

Dear Library Commissioners,

I am sending you the notes from the Town Hall portion of the Library Commission meeting last week. They are attached as a MS Word document and encompass all the flip charts and audience sheets. These will also be included in minutes from the meeting.

On a personal note, I want to thank you all for your enthusiasm for the planning process and the Library. All of us attending found the exchange invigorating. What a positive way to kick off the Town Hall meetings.

With many thanks,

\[signature\]

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Gail McPartland | Deputy County Librarian, Public Services
Contra Costa County Library | Library Administration | ccclib.org
1750 Oak Park Boulevard | Pleasant Hill, CA 94523

Contra Costa County Library
2012 WINNER of the NATIONAL MEDAL for Museum and Library Service
from the Institute of Museum and Library Services
Community Town Hall Meeting
Reporting Form

Complete and return to your Deputy via email, as well as share with meeting attendees who provided their email address, within two weeks of your Community Town Hall Meeting.

City and Date of Meeting: Library Commission, Pleasant Hill, July 25, 2013, 7pm

Number of People in Attendance: 28 plus 1 community member (29 total)

Exercise #1: What community priority should the library play a more active role in?

Top Responses:
- Education — focal point for everyone getting the things you need in order to learn (including underserved)
- Publicity, outreach, marketing
- Learning opportunities at all levels and interests, including patronage from neighboring communities
- Community building, outreach
- Publicity and outreach — programming education
- Helping the less fortunate, e.g. SFPL offering lunches. Be a source for parents & guardians.
- Expand library in physical sense; space and service
- Outreach to community to bring awareness about all that library has to offer
- Technology instruction

All Responses:

From the flip charts:
- Career preparation resources
- Programming to support families around education
- Educational/children’s services
- Better promotion of services
- Literacy — emphasis on technology
- Increased hours of service
- Increased accessibility
- Free services low income families, e.g. legal help
- More geared toward children
• Expand into new areas
• Promote to the public about library services, not just on the web
• Marketing library services
• Joint use library in Concord
• Support of education with active children’s and teen programming
• More activities – sponsor programs so the public can use the meeting room
• Education for all ages
• Locus for learning new skills
• After school activities – educational, social
• Learning opportunities for all interests and levels
• Patronage from neighboring communities
• Education
• Education, including underserved
• Community building
• Building, structure
• Technology instruction
• Helping less fortunate
• All-inclusive opportunities at all levels
• Capacity and staffing
• Reaching underserved populations
• Community outreach and education of what library has to offer
• Books, materials, DVD’s, Internet for people who can’t afford, don’t have
• Community gathering place

From the audience response sheets:

Building Community:
• Being a community resource for information.
• Building community -- bringing together and engaging the entire community in its diversity
• Serving as a locus for learning, creative growth and community building
• Sponsor more activities involving different groups -- offer meeting space to volunteer groups, and utilize community/volunteer websites
• Gathering place for the public
• The library should serve as a center to foster literacy among all socioeconomic levels, with an emphasis on technology as well as books in all forms

Education and Schools:
• Education -- over all age ranges from pre-schoolers to seniors
• Supporting education with active children’s and teen programs
• Giving teens and children more outlets for learning and participating
• Learning at all levels
- Offering workshops/seminars/lectures for parents on supporting their children’s education
- After school activities
- Active collaboration between schools and the library
- Education
- Education
- Education and interaction with children and youth in the Danville community – better advertisement of library services and programs geared towards youth

Facilities/Hours:
- Build new library -- Concord Weapons Station possibly joint use
- To expand library both in a physical sense and library patron needs
- Support increase hours of library service beyond the town council authorized 39 hours/week

Publicity:
- Better publicity of programs and educational services offered
- Publicize -- inform the community of the many uses of the library
- Getting more people to become familiar with and use the library -- more circulation
- Work out how to inform the community of all the various services the library already has
- Community outreach -- education on what the library has to offer

Technology:
- Technology instruction -- increase awareness of e-books and how to use them, how to use the website, etc. Especially for seniors who are less familiar with computers

Jobs:
- Providing resources, programming, and services for career planning and job preparation for 18-25 year olds

Underserved:
- Serving the needs of the less fortunate -- lower income children after school
- Reaching our underserved populations
- Providing books, videos, DVD's, CD's and internet access to those who don't have (and can't afford) these at home

Other:
- Bringing visitors to the community -- they increase revenue by also visiting our shops, restaurants, gas stations, etc. which increases sales tax revenue
- Increased library services for adolescents or older adults, including those with disabilities

Exercise #2: What one thing could the library do better?
**Top Responses:**

- More access (hours, space, and staff)
- Improving marketing
- Improve marketing – media awareness of programs, services and hours; include social media, local papers
- More access and marketing of services (hours, space, and non-users)
- Partnership between school and CCCLib; reach out to schools to make them aware what libraries have to offer
- Marketing
- Advocate for funding from cities to expand services and programs
- Bring new people to the library; draw in non-library users
- Use social media for outreach, e.g. Facebook, Twitter, etc.
- Improve physical safety at/around facility

**All Responses:**

*From the flip charts:*

- Availability of materials/resources to borrow (more popular items not available)
- Advertise/market – putting things on calendar not enough
- Raise funds (staff, books, buildings) which requires outreach
- Draw in people with don’t normally use the library (market)
- Improving the user instruction for accessing technology, e.g. ebooks, general information about the language, add instructions on using devices and navigating website
- Improve library layout so that it is more user friendly
- Information about products, services; promotion
- Reach out to community - targeted
- Increase operating hours
- Publicity, use of media, e.g. newspapers, Patch
- Fundraising
- More hours
- More publicity and marketing: ebooks, Discover & Go, non-users, Job searchers, etc
- Expand print and online collections (ebooks, bestsellers, public computers)
- Have more open hours
- Advocate for funding
- More user-friendly website
- Physical space more friendly
- Better partnerships between schools/library
- Promotion of services to non-users
- Improve physical safety around buildings
From the audience response sheets:

Education and Schools:
- Work more closely with school districts
- Reach out to schools at all levels (Elementary, Jr. High, and High school) to make them aware of all the library has to offer

Facilities/Hours:
- Improve physical safety in and around the library facilities
- Brentwood library lacks space for adequate programs, meeting rooms, shelving, children’s and teen areas, and technology/computers
- Improve the physical layout of where different categories of books and resources are located, so that one can move more easily to the desired resource
- Be open more hours in most branches
- Have more open hours
- More hours – better county-wide support of the library
- Be open more hours!
- Be open more hours
- More effectively advocate for greater town/city council and community support (especially financial) for better facilities and expanded services and programs
- It could expand to serve more needs in the community; a better facility would be a priority so that everyone could use the library. Also could reach more people in the community with special needs.
Publicity:
- More pervasive and extensive marketing of currently available services
- Make library’s services better known in town
- Publicity -- marketing of programming and all other things the library offers (classes, e-books, Discover & Go, etc.)
- Market to non-users, especially internet computers, job search, health care exchange, etc.
- Publicity -- inform the community of the many uses the library has to offer, not just books available but the use of computers with help from staff
- Promote itself throughout the community to bring people through the doors
- Use Facebook, Twitter and other social media to raise awareness -- this would likely target younger users and perhaps non-library users (“Friends” could do the same)
- Bring new people into the fold
- Advertise and market -- putting things on the calendar isn’t enough
- Publicize the wide range of materials, services and special equipment available to make the facilities and resources accessible
- Draw in people who don’t normally use the library
- More media coverage on grants and outreach for fundraising (besides used book sales)
- Fund-raising and outreach
- Marketing of programs and services
- Inform the public all it has to offer at its library

Technology:
- More available technology
- Technology interface that guides (and instructs) users to access and take advantage of e-resources

Collection/Programs:
- Additional collection materials, current books, etc.

Other:
- For Pleasant Hill -- they need to do more community outreach/marketing. They are constrained by forces outside their control -- limited budget and limited hours -- so it is not a failing on their part. They also need to have more staff on the floor to help with patron queries -- again limited by budget problems. New building is necessary in order to provide what the community needs

Exercise #3: What is the single most important contribution the library makes to our community today?

Top Responses:
- Free access to materials and programs that encourage lifelong learning, safe for everyone
- Free access to materials and programs that encourage lifelong learning in a safe, judgment-free place for everyone
- Publicity/marketing wide range of materials and resources available through the library
- Information, staffing and services at no cost – free in a pleasant, friendly, welcoming environment
- Teaching literacy and interest in reading
- Library is community living room, it is conveniently available, it is there – library as a place
- Important free and safe gathering place for explore free media, books, internet and programming for children and adults
- "Being a library" such as access to technology and children’s programs
- Increase community learning, promote learning
- Community center for all ages and backgrounds with free access to materials, information, and public space with staff acting as intermediaries
- Free education for our whole diverse community

All Responses:

From the flip charts:

- A place where people come to learn. Free
- Facilitates learning
- Education and entertainment at no cost
- Availability of educational materials, resources and programs to all ages
- With increasingly diverse population, library can be a cohesive influence. Provide consistency from town to town for similar services.
- Library for improving lives through learning
- Free access to information and staff to assist public to satisfy information needs
- Clearinghouse of information; information hub either virtually or physically
- Act as a forum, [illegible] town square; bring together people of all ages, backgrounds for recreation and enrichment
- Serve as a “teacher” on many levels
- Offering all services to the community
- Learning/literacy in all formats
- Availability of media and books, especially the internet, e.g. job search
- Free
- Important gathering place, safe haven
- Foster enjoyment of reading
- All services – presence
- Open for all, free
- Meeting place for the community – bring together storytimes, historical societies, book clubs
• Literacy – informational, love of reading, technology and research
• Resources and opportunities for learning (space, resources, staff
• Safe, non-judgmental, place to go for everyone
• Encouraging lifelong learning
• Free access to a huge range of materials and programs
• Free and safe – media, books and programming for all
• Community center for all with free access to materials, information and space with staff as intermediaries
• Offering services – community learning
• Free education for all
• Convenient place to teach literacy
• Community living room
• More hours and staff

From the audience response sheets

Building Community:
• Gathering place for sharing of ideas, and education of adults and children through programs
• Meeting place for the community
• A safe place to go for everyone regardless of race, gender, income level, etc. No judgment on type of material read/used -- just help to access resources
• Provides the hub where individuals can improve their lives through learning
• A place where people come together to learn
• With our population becoming more diverse, the library is a cohesive influence, providing consistency from town to town with similar services
• Children's programs

Literacy:
• Teaching literacy and getting people interested in reading
• Literacy (encompassing information, love of reading, technology, and research) -- a literate and educated public is necessary to a democratic society
• Fosters enjoyment of reading to all community members
• Learning and literacy information -- whether through books or technology

Access to Free Information, Materials, and Life-long learning:
• Information/information sources at no cost
• Free access to a huge range of materials and programs
• Open to all to access books, classes, wi-fi, computers and programs
• Provides programs and materials that would not be available to the non-driving public
• Source of adventure, dreams, knowledge, and life-long learning through books, the internet, and other resources -- available for all and free
- Encouraging life-long learning. It's not just about books and magazines any more -- our library has DVD's, CD's, e-books, author talks, musical performances, movies, talks on a wide variety of topics, etc.
- Free access to the world of information, and the staff to assist
- One-stop-shop for oodles of books and resources to anyone who cares to access -- either virtually or in person. A clearinghouse of information
- Availability of educational materials, resources, and educational programs to all levels of ages
- Space, resources, materials and staff for development/participation/learning by children and teens
- County-wide availability of web-site to reserve books
- Availability of the internet for job searches in this economy
- Availability of materials and technology (computers), etc. that might not otherwise be available
- The availability of books and media to the public
- It facilitates learning
- Education and entertainment at no cost
- Open access to technology
- Offering "all" its goods and services to the community

Other:
- Awareness -- letting the community know that there is a library for them to use and it's free
- Increase public knowledge and appreciation of the world we live in through books (including ebooks and internet), magazines, and educations programs and services:
  o For the elderly -- learning reading maintains healthy brain function
  o For those with disabilities -- accessible library services help decrease isolation and increases awareness and knowledge
Vivian Faye, MA  
Contra Costa County Library Commissioner  
464 Desert Gold Terrace, Brentwood California 94513  
925.513.3022 * vivianfaye@comcast.net

1 June 2013

The Honorable Mark Leno  
Chair, Senate Budget Finance Committee  
California State Capitol  
Sacramento CA 95814

Dear Senator Leno,

I write to request you support BUDGET Item 6120: State Library – Assembly Version on behalf of the residents of Contra Costa County and my city of Brentwood. The Assembly version allocates slightly more than the 2012-13 budget and totals $5 million.

Libraries critically need support for programs throughout California’s 183 public libraries. Reference a San Francisco Chronicle two-page article on May 29 extending their city hours and services, and as all libraries could with improved budget funds to serve our communities.

We especially need to improve adult literacy and public library internet connections. California needs to support Literacy programs for over 20,000 adults learning to read through their public library. Imagine reading basics for less dependency on other programs. Literacy programs enable Californians to obtain better jobs and improve the economy.

Improving internet connectivity needs to continuously expand in libraries. This becomes vital as residents start to use the exchange to obtain health insurance, or even get a mammogram, which can only be done on-line. A public library is the only place for many to have access to public computers.

Thank you for your strong support of libraries and education. Over one million California residents use their libraries almost daily. Again, on behalf of the residents of Contra Costa County please support Budget Item 6120. Thank you kindly and best regards.

Vivian Faye, Library Commissioner Alternate for Brentwood

cc:  The Honorable Bill Emerson, Vice Chair Senate Budget Committee
     The Honorable Bob Blumenfield, Chair Assembly Budget Committee
     The Honorable Jeff Gorell, Vice Chair Assembly Budget Committee
     Federal Glover, Chair, Contra Costa County Board of Supervisors
     David Twa, Contra Costa County Administrator
     Contra Costa County Library Commissioners
     Barbara Flynn, Contra Costa County Librarian
     Diane Alexander, President, Friends of Brentwood Library
August 1, 2013

Roland M. Katz
Supervising Business Agent
Public Employees Union, Local One
P.O. Box 6783
Concord, CA 94524-1783

Dear Mr. Katz,

Thank you for your letter of July 30 stating that Local One wishes to establish a collection on labor history at the Walnut Creek Library in honor of Mr. Carroll Phillips.

I will look into this matter and speak with staff and will get back to you as quickly as possible. At this point, some additional information would be helpful.

You indicated in your letter that Local One will pay for the purchase of materials in the collection. Has an amount been agreed upon? If the collection is established, will additional money be provided each year to keep the collection up to date? Have any decisions been made as to the size of the collection? The answers to these questions will help us in our decision making process.

Thank you for contacting me with this request. I never had a chance to meet Mr. Phillips; I understand he was an excellent employee and dedicated to the Library.

Sincerely,

Barbara Flynn
County Librarian

cc: Suzanne Vito, Unit President
    Charles Chase, Unite Vice President
    Lin Look, Unit Treasurer
    Robbin Milne, Unit Negotiator
    David Twa, County Administrator
July 30, 2013

Ms. Barbara Flynn
County Librarians
1750 Oak Park Blvd.
Pleasant Hill, CA 94523

Ms. Caroline Gick
Community Library Manager
Walnut Creek Library
1644 N. Broadway
Walnut Creek, CA 94596

Re: Carroll Phillips Labor History Collection

Dear Ms. Flynn and Ms. Gick:

The Public Employees Union Local One Contra Costa Library Unit wishes to establish a collection on labor history at the Walnut Creek Library in honor of Mr. Carroll Phillips. The Library Union will pay for the purchase of the materials in the collection.

As you may know, Brother Phillips worked at the Walnut Creek library longer than any other member of the staff. He was an institution at the library and was committed to library and to our Contra Costa library system.

Carroll was also an active Local One leader. Among the many positions he held was President of the Library Unit.

Carroll’s successor as Unit President, Ms. Suzanne Vito, and other members of our Library Unit, are prepared to work with Ms. Gick to establish the collection.

Thank you for your attention to this matter. We look forward to working with you to establish this collection in memory of our beloved Union brother Carroll Phillips.

Sincerely,

Roland M. Katz
Supervising Business Agent
Public Employees Union, Local One
c: Suzanne Vito, Unit President
    Charles Chase, Unit Vice President
    Lin Look, Unit Treasurer
    Robbin Milne, Unit Negotiator
    Library Unit Members
    Linda Phillips
    David Rolley, Local One President
    Pete Ellis, Local One Contra Costa County Leadership Chair
    Larry Edginton, Local One General Manager
    Peter Nguyen, Local One General Manager Designate
    Contra Costa Board of Supervisors
    Walnut Creek City Council
    Contra Costa Library Commission
    Friends of the Walnut Creek Library
    David Twa, County Administrator
    Ken Nordhoff, Walnut Creek City Manager
CONTRA COSTA COUNTY LIBRARY COMMISSION
AGENDA ATTACHMENT 4

MEETING DATE: Thursday, September 5, 2013
AGENDA ITEM #: 10
ITEM: REPORT FROM COUNTY LIBRARIAN

RECOMMENDED ACTION:

None.