CONTRA COSTA COUNTY LIBRARY COMMISSION

AGENDA ATTACHMENT 1

MEETING DATE: Tuesday March 15, 2016
AGENDA ITEM #: 4
ITEM: ACCEPTANCE OF MINUTES

RECOMMENDED ACTION:

Ad Hoc Committee members will approve or amend the minutes of the meeting of February 23, 2016.
MEETING OF THE LIBRARY COMMISSION AS HOC COMMITTEE
Minutes

DATE: Tuesday, February 23, 2016

1. CALL THE MEETING TO ORDER
   Kathy Gilcrest called the meeting to order at 5:30 p.m.

2. ROLL CALL
   Ad Hoc Committee members Alan Smith (District IV), Peter Wilson (District IV Alternate), Laura Canciamilla (Pittsburg), Juan Kelly (Orinda), Bryan Scott (District III Alternate), Diane Riise (District II), and Kathy Gilcrest (San Ramon) were present. Ad Hoc Committee members Walter Ruehlig (Antioch) and Rodger Lum (Moraga) were absent.

3. ITEMS FROM THE PUBLIC
   There were no public speakers.

4. HOUSEKEEPING
   Ad Hoc Committee member Smith nominated Gilcrest as Chair, which she accepted after it was seconded and approved.

   Discussion of an official name for the Committee took place. It was suggested that the name should be the Ad Hoc Committee on Needs, Priorities, and Resources. A motion was made, seconded and approved.

   The Ad Hoc group discussed a plan of action for the group.

5. REVIEW COMMUNITY NEEDS ASSESSMENT AND STRATEGIC PLAN
   Library Staff Brooke Converse provided all community Library’s 2015 Community Services Plans. The Ad Hoc group discussed the Community Service Plans and the Library’s overall 2014-2017 Strategic Plan. Ad Hoc Chair Gilcrest asked when the 2016 Community Services plans would be available. Staff Converse was not sure.

   The group discussed the Library’s resources and hiring abilities. Ad Hoc members Wilson and Smith expressed concern about the Library’s triennial review. Chair Gilcrest suggested the idea of forming another committee to review the Commission and respond to the County Librarian’s concerns. The group discussed supporting the Commission at the Board of Supervisor’s Internal Operations Committee, where the Triennial review will be reviewed.

   Ad Hoc member Wilson expressed concern about inequities among community libraries in regard to facilities. The group further discussed the idea of a system-wide foundation.

6. COMPARATIVE DATA ON LIBRARY SERVICES
   The Ad Hoc Committee reviewed documentation that member Smith provided. The document shows books per capita and expenditures per capita.

7. NEXT STEPS
   Ad Hoc Chair Gilcrest and Ad Hoc members Kelly and Wilson will review all of the Community Service plans and write a needs assessment.

8. SCHEDULING OF ADDITIONAL MEETINGS


The next meeting is tentatively scheduled for Tuesday March 15th, 2016 at the Walnut Creek Library.

9. ADJOURNMENT
The meeting adjourned.

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Submitted by Brooke Converse
Department and Community Media Relations Coordinator, Contra Costa County Library
Antioch Libraries Strategies to Support Goals and Objectives of Strategic Plan, FY 2014/15

Goal 1: *The library ensures easy, equitable access to library services for all Contra Costa County residents.*

Objective A: *The library will expand its services to 25 percent of identified underserved populations in each community.*

- Provide learning experiences and life skills resources for community-based groups of people with disabilities who visit Antioch Library on a daily basis
  - Insiders bimonthly programs (ARC Inroads)
  - ALIVE volunteers
- Partner with AUSD district-wide English Language Advisory Committee and the African American Male Achievement Initiative for community impact literacy programs

Objective B: *Explore and pilot three new approaches for improving library hours, facilities and services.*

- Pilot Summer Lunch @ the Library Plan to provide nourishment for body and mind

- Implement Security Plan and Procedures
  - For public, volunteers, Project Second Chance (PSC) Literacy staff and all library staff
  - Facility access: staff areas, PSC
  - Explore neighborhood partnership opportunities for security support

- Increase the number of early literacy computers
  - Spanish language software
  - Age 1-10 years emphasis
    - Introduce to parents and caregivers at storytimes

Goal 2: *The library champions personal and community engagement in literacy and reading to enrich lives.*

Objective A: *Increase opportunities for literacy and lifelong learning by 25 percent.*

- Implement Contra Costa Reads and Kids Read, local programs that partner with schools and local agencies to ensure kindergarteners and first graders develop the love for and skills for reading.

ANT/PRW CSP
• Continue regular storyline programs in order to: 1) share the importance of reading, 2) to support and encourage families to read together, 3) to ensure academic and life success
• Develop family programs with tie-in to literacy, learning and community diversity
• Support planning and implementation of teen programs – Potential “Reader to Leader” leadership opportunities for summer teen volunteers

**Objective B: Expand knowledge of collections to increase circulation by 10 percent.**

• Librarians will mentor library assistants on contributing to the annual community profile for collection development.

**Goal 3: The library delivers a consistent, high-quality, and inviting experience at all points of contact.**

• Antioch Library supports the community’s efforts to enhance the quality of life. As a result, library safety and security will be of primary focus during the FY 2014-15

**Objective A: Assess all facilities and develop methods to increase user satisfaction levels by 50 percent.**

  o Contra Costa County Library will explore options for the future of the library
    ▪ Explore relocation
    ▪ Security staff

**Objective B: Enact a “pro-access” customer service plan to improve user satisfaction levels by 20 percent.**

• Despite reduced open hours, the Antioch Library will sustain its current staffing level (in FY2014-15) to promote safety, security and excellence in customer service. Additional staff will be available for roving reference (staff who circulate inside the library, making themselves available for questions). Roving staff will set the stage for a positive library environment by being friendly, knowledgeable and accessible.
• Pilot personalized customer service options (helping patrons through a difficult job application, resume, social security forms, housing forms, etc.)
• Assess the facility condition for premium wayfaring and basic cleanliness and efficiency

**Objective C: Explore and implement technology to enhance the customer experience.**

• Complete the RFID tagging process. This will enable both patrons and staff to locate items in a more efficient manner, resulting in improved customer service and staff availability.
• Staff will develop professionally through opportunities offered in Infopeople courses and webinars, and other library-related educational opportunities

**Goal 4: The library successfully promotes its value, programs and opportunities to the community.**

**Objective A: Develop and implement a strategic marketing communications plan.**

• Present relevant library reports at Antioch City Council meetings

ANT/PRW CSP
- Security updates
- Community updates
- Outreach efforts
- Quality of Life programs
- Culturally diverse programs
- Community read events
- The Teen Volunteer experience – Teen Advisory Board

- Support Friends of the Antioch Library outreach and fundraising efforts
  - Friends of the Antioch Library Mission: To support the Antioch Library

- Conduct key informant interviews

- Maintain current press release practices

- Explore opportunities for improved communication to Antioch community
  - http://eastcountytoday.net
  - CCCL Teen Facebook
  - Contribution to CCCL subject guides readers’ tools
  - Contribution to CCCL Antioch Library public page and staffnet information
  - CCCL Public calendar information

ANT/PRW CSP
Brentwood Library Strategies to Support Goals and Objectives of Strategic Plan, FY 2014/15

New Brentwood Library: Collaborate with the City of Brentwood, the Brentwood Library Foundation and the Friends of the Brentwood Library to design and raise funds for a new library facility.

- Participate in the library ad hoc committee the City has been tasked by Council with creating.
- Consult with City staff and architects to create a functional library space.
- Support the Foundation in strengthening ties with community groups and the City.
- Develop new strategies to raise funds for library construction.

Goal: The library delivers a consistent, high-quality and inviting experience at all points of contact.

Objective: To educate the community about the benefits a new library would bring to downtown in an effort to gain support for a new library.

School Outreach: Increase outreach efforts to Brentwood Area schools.

- Work with Superintendent to identify schools most in need of library services.
- Work with Principal of one of the targeted schools to plan strategies for increasing outreach, including PTA meetings, back-to-school nights, class visits, library field trips, and assembly presentations.
- Identify a second school in the district to promote library services to in the second year of the Strategic Plan.
- Identify a third school in the district to promote library services to in the third year of the Strategic Plan.

Goal: Library successfully promotes its value, programs and opportunities to the community; Library champions personal and community engagement in literacy and reading to enrich lives; Library ensures easy, equitable access to library services for all Contra Costa County residents.

Objective: Increase percentage of cardholding students at targeted schools by 25%.

Early Literacy Outreach: Work with local organizations to enhance early literacy skills in young children.

- Work with new partner REading ADvantage to encourage library use among parents of young children.

BRE CSP
Continue partnerships with existing community groups, including First 5, Village Community Resource Center and Head Start.

Position and market the Brentwood Library as the community's early literacy center.

**Goal:** Library champions personal and community engagement in literacy and reading to enrich lives; Library ensures easy, equitable access to library services for all Contra Costa County residents; Library successfully promotes its value, programs and opportunities to the community;

**Objective:** Increase early literacy outreach by 25%.

Enhance the Customer Experience: Improve staff and public accessibility by replacing the front door and information desk.

- Secure funding from the County, Friends and community groups to create a welcoming environment for front-end users entering the library.
- Front door should open automatically for those with disabilities, parents with strollers, and children. The current door is unmanageable for children and elderly patrons, as well as those with disabilities.
- Purchase high quality, state-of-the-art furniture that can be used in both current and future facilities.
- New desk should have the following features: counter space for borrowers, ADA accessibility, secure boundaries for staff protection, quick floor access on both sides, and a location near the entrance to allow staff to greet patrons.

**Goal:** The library delivers a consistent, high-quality and inviting experience at all points of contact.

**Objective:** Increase user satisfaction levels by 50%.
Clayton Community Library Service Plan to Support Goals and Objectives of Strategic Plan, FY 2014/15

Convert the former Reference Desk to a “Kids Study Area”: located in the natural service area for children this will provide a designated safe quiet study area for children. A priority in the library survey was the importance of providing space to study, work and read.

- Work with City maintenance staff to remove 2 heavy low doors into the area to make it more accessible
- Work with Graphic Administration staff to create signage
- Create bookmark about the area and Standards for Use
- Order small collection of supporting materials
- Promote library databases and other resources appropriate for kids study
- Evaluate usage to assess user satisfaction

Goal: The library delivers a consistent, high quality and inviting experience at all points of contact

Objective: Assess all facilities and develop methods to increase user satisfaction levels by 50 percent

Increase services for seniors: Provide library services to an aging population through outreach and in library programs. Programs for seniors were an expressed need in key informant interviews. The demographic information from the needs assessment indicate an aging population needing resources and support.

- Conduct a needs assessment of programming for Clayton seniors, including key informant interviews with community stakeholders, surveys and other research of the community.
- Develop relationship with Diamond Terrace retirement living community and other partners to provide at least 3 programs for seniors
- Evaluate program outcomes to determine areas to develop further
- Promote Books for the Homebound to increase Clayton area use of the service by 25 %

Goal: The library ensures easy, equitable access to library services for all County residents

Objective: Expand library use by 25 percent in identified underserved populations in each community
**Goal:** The library successfully promotes its value, programs and opportunities to the community

**Develop closer relationship with the schools:** The library promotes the Summer Reading Festival giving presentations to class rooms at the elementary school. The CCReads program for 2nd graders is well established. Both the Town Hall meeting and a key informant pointed to the importance of developing a closer relationship.

- Attend teachers’ meeting to inform them of library services
- Conduct key informant interviews to discern what schools/teachers may need from the library
- Provide school librarians with free full color flyers and posters promoting Summer Reading Festival
- Continue to support the home school community by providing at least 2 programs
- Start looking at the Common Core Curriculum to explore how the library may be able to provide supporting materials

**Goal:** The library champions personal and community engagement in literacy and reading to enrich lives

**Objective:** Increase opportunities for literacy and lifelong learning by 25 percent

**Increase awareness of library programs and resources:** The town hall meeting pointed to publicity as a top response and key informant noted the need for increased visibility

- Conduct staff meeting to list how publicity is currently done and brainstorm additional methods to reach a broader audience
- Explore relevant training for staff
- Develop local plan

**Goal:** The library successfully promotes its value, programs and opportunities to the community
Concord Strategies to Support Goals and Objectives of Strategic Plan, FY 2014/15

EARLY LITERACY

Preschool literacy activity and caregiver education program: Requests for more early literacy programs is widespread. In response, the children's librarian is developing a non Traditional storytime early literacy program.

Children's Librarian will:

- Explore activities linked to early literacy
- Create a weekly early literacy activity for toddler/preschool children in place of the regular story time option
- Educate parents about the importance of continuing with similar activities at home

Reading Circle: Recently a group of retired teachers volunteered to lead a reading circle during a regularly scheduled tutoring program.

Volunteers:

- Will listen to children read aloud
- Assist in defining unknown words
- Encourage young readers

Goal: Library champions personal and community engagement in literacy and reading to enrich lives.

Objective: Increase opportunities for literacy and lifelong learning.

PARTNERSHIPS/PROGRAMMING UNDERSERVED POPULATIONS

The Concord community requested programming and outreach targeting the tweens, teens, and adults. Outreach to these areas had decreased over the years due to staff vacancies. As vacancies begin to fill, staff will have greater opportunities to re-establish community partnerships and develop programs that will appeal to the targeted population.

Tween Programs (ages 8-12)

- Chess Club - Develop a regular chess club, with the assistance of community contacts, to meet once a month
- Lego and Listen – Promote program to the Tween population
- Movie night – Selection movies that appeal to the Tween population
Teen Program (ages 12-18)

- Create an official T.A.G. – Several teens volunteer to give homework help to peers and younger students. As a result the teens have become an unofficial advisory group for staff. Staff would like to incorporate teen activities/discussions into their regularly scheduled volunteer times.
- Student Art show at the library - Develop a partnership with local high school to showcase student art work in the library
- Technology Lab - Work with teen computer volunteers to develop a more diverse computer lab area and update technology
- EDD – Youth Employment Opportunity Program – Partner with EDD YEOP office to create resume, job search, interview, financial aid workshops for teens and young adults (ages 15-25)

Adult Programs (age 18+)

- Covered California Education and Enrollment center - During the next enrollment period the Concord Library will be holding regularly scheduled hours for the community to work with Covered California volunteer staff to enroll in health care.
- Concord Art Association – Provide space for the Art Association to display local artists. Also work with local artist to develop art programs for the public.
- Master Gardeners – Work with Master Gardeners to develop library programming for adults at the library
- Senior Center – Contact the Senior Center and explore possible programming partnership
- Parks & Recreation – Work with Rec department to include library meeting room as a location for city sponsored classes/workshops.

**Goal:** The library successfully promotes it value, programs and opportunities to the communities.

**Objective:** Continues to establish the library as a resource center in the community.

**Goal:** The library ensures easy, equitable access to library services for all Contra Costa County residents.

**Objective:** Promotes library services to a population of the community that may not regularly visit the library.

**FACILITIES**

Relocate cart corral in public area: Currently 15 or more carts are stored in a high traffic public area. Although most of the carts are empty, several have materials to be shelved. This is highly inefficient as the carts are in no particular order and when individuals are trying to locate materials that show "on shelf". Patrons also tend to browse the carts which lead to greater congestion in the area, blocking access to the public restroom, water fountain, and walk way that leads into the children's area.

- Reorganize staff room and circulation work space to increase a better workflow
- Asses the number of carts necessary for circulation and shelving
- Explore ways to better use the public space once carts are removed

  **Goal:** The library ensures easy, equitable access to library services for all Contra Costa County residents.

  **Objective:** Increase accessibility to public areas and create a more open and inviting feeling to the children areas.

**TECHNOLOGY**

**Laptop checkout:** The Concord Library would benefit from additional computer stations although due to age and size of the building it is not feasible. Several libraries, such as Berkeley Public Library, have created a successful laptop checkout program. Staff will determine if a laptop program is a viable option to address community needs.

- Staff will explore service options to support the program
- Review technology, e.g. Laptop lending machine
- Explore funding sources

  **Goal:** The library ensures easy, equitable access to library services for all Contra Costa County residents.

  **Objective:** Increase patron access to necessary technology.
CROCKETT PLAN

Goal 1: The library ensures easy, equitable access to library services for all Contra Costa County residents. (Expand library service use by 25 percent in identified underserved populations in each community. • Explore and pilot three new approaches for improving library hours, facilities and services.)

Community Need: access to the Library during the week after work, evening hours

Assessment:

Action Steps:

Priority: #1—DONE!!

Goal 2: The library champions personal and community engagement in literacy and reading to enrich lives.

(Increase opportunities for literacy and lifelong learning by 25 percent. • Expand knowledge of collections to increase circulation by 10 percent.)

Community Need: Meeting place and activities for teens

Assessment (What resources would be necessary to bring this to fruition--manpower, skills, equipment, facilities, grants, funding, etc.):

Action Steps:

• Connect with Mr. Colombo from Carquinez Middle School who runs a service club

• Get his and his students input on what teens want and need

• Recruit some of his students for homework help and/or TAG
Goal 3: The library delivers a consistent, high-quality, and inviting experience at all points of contact.

(Assess all facilities and develop methods to increase user satisfaction levels by 50 percent. • Enact a “yes-we-can” customer service plan to improve user satisfaction levels by 20 percent. • Develop and adopt technology to meet community needs.)

Community Need: Library services that are in response to the unique demographics and needs of Crockett residents

Assessment (What resources would be necessary to bring this to fruition—manpower, skills, equipment, facilities, grants, funding, etc.):

Action Steps:

• Develop an in depth survey
• Do outreach to all the service organizations, clubs and churches in Crockett to get their feedback and have them fill out the survey
• Ask John Swett and Carquinez Middle School students for their input and to fill out the survey

Goal 4: The library successfully promotes its value, programs and opportunities to the community.

Community Need: Awareness of and therefore access to the Library and its services

Assessment (What resources would be necessary to bring this to fruition—manpower, skills, equipment, facilities, grants, funding, etc.):

• manpower for outreach
• Collaboration with the Friends
• Money (from CCF?) for permanent signage around town

Action Steps:

• Ask the FOCL if they would be willing to use their sandwich board for a permanent sign pointing people to the Library, to be located on the median strip at the top of Pomona
• Submit graphics request for sign for sandwich board
- Schedule outreach visits to schools and clubs
- Research and write grant request to CCF for library street signage
Danville Library Strategies to Support Goals and Objectives of Strategic Plan, FY 2014/15

Danville Library Facility Improvements: Communicate and work with the Town of Danville to propose and fund facility improvement projects to enhance customer experience and accessibility.

- Continue to examine feedback from Danville and Alamo Town Hall meetings and key informant interviews to identify improvement projects
- Improve study areas and customer service by increasing access to electrical and usb outlets for library users with laptops and other charging devices
- Refresh public restrooms with new countertops and other aesthetic and functional improvements
- Explore strategies to clean current and ongoing graffiti from study tables and carrels and solutions to limit future incidents
- Work with Danville Library Teen Advisory Board to expand study areas for students during critical and busy periods (Finals, AP exams, etc.) with current space limitations

Goal: Library ensures easy, equitable access to library services for all Contra Costa County residents

Objective: Explore new approaches for improving library facilities and services

Literacy Programs for All Ages: Staff and volunteers will expand current literacy programs and explore new opportunities for community learning, discussion, and engagement with an emphasis on stronger early literacy and age specific services.

- Expand story times to all age groups to further support early literacy initiatives and enthusiasm for reading and books for both parents and early readers
- Expand Danville’s Volunteer Stories-to-Go Preschool Program to more local preschools and new transitional-kindergarten classes in the San Ramon Valley Unified School District
- Communicate with Danville Teen Advisory Board and volunteers to increase teen reading opportunities and activities
- Continue to improve community engagement to adult readers throughout San Ramon Valley by further developing Danville-San Ramon community-wide reads programs and discussions
• Continue to improve relationships with local elementary schools and young readers with Danville-San Ramon community-wide KidsReads event and programs
• Reach out to new adult audiences by developing and introducing new countywide reads in celebration of Veteran experiences and stories in conjunction with War Ink
• Improve and expand popular Chinese, Persian, and Spanish language collections from community feedback

Goal: Library champions personal and community engagement in literacy and reading to enrich lives

Objective: Increase opportunities for literacy and lifelong learning by 25 percent

Library Accessibility: Reduce barriers and ensure positive and effective browsing experiences, and improve branding of Library
• Develop new Library Insiders program for current adult patrons with developmental disabilities
• Improve Young Adult and Juvenile fiction browsing by making collections/shelving more consistent and intuitive for young readers with feedback from Town Hall Meetings and Danville Library Teen Advisory Board
• Improve and standardize Juvenile Picture Book and Easy Reader shelving practices for popular children’s books
• Develop methods to accentuate newly purchased books such as display strategies
• Further develop display lobby shelves for underused collections to increase visibility and interests
• Update Dewey shelf guides and universalize use of pictograms graphic signage and guides throughout non-fiction library collections

Goal: Library delivers a consistent, high-quality, and inviting experience at all points of contact

Objective: Assess all facilities and develop methods to increase user satisfaction levels by 50 percent

Library Outreach Events/Activities: Continued development of library outreach opportunities and extending library events beyond library walls
• Conduct an inventory of library resources/avenues available for promotion and publicity
• Effectively promote popular and growing language collections (Chinese, Persian, Spanish, DVDs)
• Strengthen library’s relationship with local private and public schools with increased communication and program development
• Develop ongoing partnerships and engagement with community organizations and local businesses

Goal: Library successfully promotes its value, programs and opportunities to the community

Objective: Develop and implement a strategic marketing communication plan
El Cerrito Library Strategies to Support Goals and Objectives of Strategic Plan, FY 2014/15

Increase Programming and outreach to Teens:
- Adult Librarian and Teen/Adult Library Assistant meet with community stakeholders and potential partners in Key Informant Interview format to learn more about what teens in the community need/want.
- Confirm key informant findings by conducting a survey of the target population.
- Develop and produce programs based on this information.
- Do outreach to the same partner groups to publicize programs.

*Goal 1: The library ensures easy, equitable access to library services for all County residents*

*Objective A: Expand library service use by 25 percent in identified underserved populations in each community.*

Develop more active partnership with local elementary schools in support of their students' love of reading and education:
- Youth Services Librarian and Youth Services Library Assistant meet with school principals, teachers, and afterschool coordinators to determine best way to support their students' learning and love of reading.
- Confirm key informant findings by conducting a survey of the target population.
- Develop and produce programs based on this information.
- Focus on bringing programming to the schools, in addition to offering programs in the library and inviting school groups.

*Goal 2: The library champions personal and community engagement in literacy and reading to enrich lives.*

*Objective A: Increase opportunities for literacy and lifelong learning by 25 percent.*

Through cooperation with the City, continue to maintain the El Cerrito Library building and consider easy-to-implement improvements to enhance community needs until such time as a new library is built:
• Work with the City, El Cerrito New Library Committee, Friends of the Library and community to promote library services in support of a new facility.
• Work with the City of El Cerrito on critical maintenance needs to keep the facility safe and usable by the community.
• Shift collection in specified areas following the recent recommendations of the former Collection Development Manager.
• Weed thoroughly to facilitate the marketing of the collection in a small space.
• Improve signage where unclear or shabby.
• Work with the City to identify a possible small group study/meeting space.
• Improve the comfort of the children’s area with area rug, paint, mural, etc.

**Goal 3:** The library delivers a consistent, high-quality and inviting experience at all points of contact.

**Improve programming publicity:**
• Staff assess available publicity outlets, determine which are most effective, and focus on those.
• Streamline publicity process so it is not so time-consuming.
• Create better in-house publicity – one big sign at entrance instead of many flyers lying around, etc.

**Goal 4:** The library successfully promotes its value, programs and opportunities to the community.
El Sobrante Library Strategies to Support Goals and Objectives of Strategic Plan, FY 2014/15

More Outreach and Programming for Seniors:
• Identify business, community organizations, and residential facilities that provide services to seniors. Identify seniors who play an active role in the Pinole community. Contact these organizations and individuals and conduct key informant interviews to identify needs of seniors.
• Coordinate with other CCCL Adult Services staff to develop a survey to determine the needs and interests of seniors in the Pinole community.
• Use information from key informant interviews and survey to identify senior needs and develop a strategy to address them.

**Goal 1:** The library ensures easy, equitable access to library services for all Contra Costa County residents.

Self Service options including self-service holds, self check-in and -out as well as moving to a single service desk to optimize space for self service options:
• Consult with Accessibility Committee to design Single Service Desk to meet ADA guidelines
• Get a quote from CCC General Services on cost of converting circulation desk to Single Service Desk.
• Consult with Automation staff on when ESL can convert to RFID
• Consult with Automation staff to identify possible locations for self check.
• Identify location to establish self service holds.

**Goal 3:** The Library delivers a consistent, high quality, and inviting experience at all points of contact.

Additional public computers to provide decreased wait times:
• Consult with Automation Staff to assess how many additional computers the Pinole Library network can support.
• Determine cost of computers, software and associated equipment
Goal 3: The library delivers a consistent, high-quality and inviting experience at all points of contact.
HERCULES PLAN

Community Need: Acknowledgment and celebration of Hercules’ various immigrant and ethnic populations

Which strategic goal does this support? Goal 1: The library ensures easy, equitable access to library services for all Contra Costa County residents.
(Expand library service use by 25 percent in identified underserved populations in each community. * Explore and pilot three new approaches for improving library hours, facilities and services.)

Assessment (What resources would be necessary to bring this to fruition—manpower, skills, equipment, facilities, grants, funding, etc.) staff buy-in, community partners, FOHL programming money,

Action Steps: schedule yearly cultural/heritage events for:
   Filipinos
   Hispanics
   Indians
   African Americans
   Chinese

look for community organizations to partner with

identify a community liaison within each group and/or within the community at large

identify and start to build relationships with small businesses (especially restaurants) owned by the above populations in order to partner with them

identify performers, local dignitaries and speakers for the events

consider making flyers in native language of target population

Priority: #3
Community Need: Quality and desirable reading materials for the above populations in their native languages (Filipinos, Chinese, African Americans, Spanish speakers, Indians)

Which strategic goal does this support? Goal 2: The library champions personal and community engagement in literacy and reading to enrich lives.

(Increase opportunities for literacy and lifelong learning by 25 percent. • Expand knowledge of collections to increase circulation by 10 percent.)

Assessment (What resources would be necessary to bring this to fruition--manpower, skills, equipment, facilities, grants, funding, etc.)

Action Steps:
• conduct an in-depth assessment of each of the collections along the “wavy wall”
• conduct surveys of each populations to learn about what they want in each collection
• research available materials in foreign languages, including periodicals
• assess display and location of special collections for maximum awareness

When you have completed this worksheet assign a priority with these considerations in mind:
• Importance to community
• Greatest impact with least effort
• Low-hanging fruit
• Achievable with existing resources
• Achievable with partner support
• Strong staff interest and support
• Supports other community priorities

Priority: #4, but year one
Community Need: quiet spaces for studying, group projects and tutoring during the after-school hours

Which strategic goal does this support? Goal 3: The library delivers a consistent, high-quality, and inviting experience at all points of contact.

(Assess all facilities and develop methods to increase user satisfaction levels by 50 percent. • Enact a “yes-we-can” customer service plan to improve user satisfaction levels by 20 percent. • Develop and adopt technology to meet community needs.)

Assessment (What resources would be necessary to bring this to fruition--manpower, skills, equipment, facilities, grants, funding, etc.)

City staff will have to remove one row of audio book shelving

Money for some tables and chairs (Foundation?)

Grant money for more power outlets or for Power Mats?

Bodies/staff time to move furniture around

Action Steps:

- Remove some of the audiobook shelving (yr. 1)
- Repurpose/switch around some tables to use in main room (yr. 1)
- Get City staff to purchase new table for large conference so we can use some of those tables in main reading room (yr. 1 or 2)
- Add more tables in main reading room in place of audio book shelving (yr. 1)
- Add more and bigger tables in the lobby (yr. 1 or 2)
- Open the large conference room after school (when there aren’t any scheduled programs) for group projects, studying and tutoring (yr. 1)
- Add more outlets for computer charging (yr. 3)

Priority: 2
Community Need: awareness of (and therefore) access to quality free programs and services for all ages

Which strategic goal does this support? **Goal 4: The library successfully promotes its value, programs and opportunities to the community.**

**Assessment** (What resources would be necessary to bring this to fruition--manpower, skills, equipment, facilities, grants, funding, etc.)

**Time**

**Cooperation and buy-in of City staff**

**Money for electronic billboard or other type of display**

**Simple and quick way to distribute publicity materials to wider public**

**Volunteers for help implementing strategies**

**Cooperation, collaboration, support of other community non-profits**

**Action Steps:**

(for year 1 only)

**Discuss possibilities with Pedro, re promoting library events at the Swim Center**

**Discuss possibility of putting library events on HMHS electronic billboards**

**Work with staff to create comprehensive promotion plans for each age level of programming**

When you have completed this worksheet assign a priority with these considerations in mind:

- Importance to community
- Greatest impact with least effort
- Low-hanging fruit
- Achievable with existing resources
- Achievable with partner support
- Strong staff interest and support
- Supports other community priorities

**Priority:** 1
Outreach to Older Adults:
For the first year of the strategic plan implementation, Kensington Library will target older adults, with an emphasis on local veterans. The library will participate in two grant initiatives, California Reads in the Fall and The Big Read in the Spring. Both the state-wide and the national programs are focused on the experience of war, in honor of the Vietnam War 50th Anniversary commemorations. For each program, the library will host book discussions, author visits, speakers, and book giveaways to support two community-wide reading programs. The library will partner with local business and organizations to distribute free copies of the featured books, and in help with publicizing the events. The library will also reach out to the County’s Veterans Services Office for possible partnership opportunities and help with publicizing the programs to local veterans.

Goal 1: The library ensures easy, equitable access to library services for all Contra Costa County residents.

Objective A: The library will expand its services to 25% of identified underserved populations in each community

Homework Help for Grade School Students:
Kensington Library will implement a pilot homework help program, to take place during the after school hours. The library currently receives many visitors from the nearby Kensington Elementary School, but has no regular, formal programming in place. Partnerships will be sought with the Kensington school, the Kensington After School Enrichment Program run by the Kensington Community Council, and the local Boy and Girl scout troops and/or El Cerrito High as a source of volunteers to provide the homework help.

Goal 2: The library champions personal and community engagement in literacy and reading to enrich lives.

Objective A, Strategy 4: Pilot library programs and services to support educational achievement.
Implement Self Service Check Out:
Kensington Library is scheduled to receive its first self-check machine during this fiscal year. In preparation, library staff will undertake a major weeding of the collection. The next step will be to tag the collection with RFID tags. Volunteers will need to be recruited for this step. This will also require a reorganization of space and furnishings to accommodate the shelf-check.

Goal 3: The library delivers a consistent, high-quality, and inviting experience at all points of contact.
Objective C, Strategy 1: Complete implementation of 80/20 self-service across all community libraries.

Evaluate and Revise Publicity Plan:
Kensington Library staff currently use a publicity checklist, which is used to track all press releases, calendar entries, and flier distributions for all its programs and events. This document was created by staff several years ago, and has grown to two pages as new electronic sources were developed. This document needs to be revised and updated, and new avenues for publicity sought. In addition, the efficacy of our current publicity distribution needs to be studied. Partnerships with local businesses and organizations will also be sought for additional avenues for promoting the library and its programs and services.

Goal 4: The library successfully promotes its value, programs, and opportunities to the community.
Objective A: Develop and implement a strategic marketing communications plan.
Lafayette Library and Learning Center Strategies to Support Goals and Objectives of Strategic Plan, FY 2014/15

**Lafayette Library and Learning Center Marketing Plan:** Increase communications and publicity about the vast opportunities for programs, resources, and community engagement available at the library.

- Continue strong partnerships with the LLLC Foundation, the Friends of the Lafayette Library, and the City of Lafayette for collaborative outreach and marketing efforts.
- Continue outreach services and partnerships with public schools, private schools, parent organizations such as LPIE, and local colleges.
- Develop existing partnerships and engagement with local organizations and businesses.
- Develop new opportunities for publicity by exploring untapped areas for reaching “non-library users” and conducting assessment of existing marketing strategies.

*Goal 1: Library successfully promotes its values, programs, and opportunities to the community*

**Objective:** Develop and implement a strategic marketing communications plan

**Literacy Programs for All Ages:** Staff will develop literacy information to provide new opportunities for community learning with an emphasis on teaching access skills to the physical and digital collections.

- Offer staff professional opportunities to become more proficient in readers’ advisory, ereader training, and library web navigation and instruction.
- Provide patrons more opportunities for learning about library resources with more web instruction, technology education, and library resources instruction.
- Expand new materials and best seller collection by 25%.
- Develop outreach to community book clubs, local organizations, and schools to increase awareness of collection resources.
- Provide outreach instruction to expanding senior citizen communities to encourage interlibrary loan opportunities, increase technology skills, and provide information about print and digital collections of the library.
- Reach out to new adult audiences by developing and introducing new countywide reads such as the CAL Humanities Veterans project and diverse summer reading programs throughout the County.

*Goal 2: Library champions personal and community engagement in literacy and reading to enrich lives*

**Objective:** Expand knowledge of collections to increase circulation by 10 percent
Technology Instruction and Access: Develop and offer programs and training for staff and users to complement usage of new library technology.

- Offer staff professional opportunities to become more proficient in ereader training, and digital collection navigation and instruction.
- Increase technology instruction programs at the library by 25%.
- Increase marketing for technology opportunities at the library which include ereader instruction, ebook access, and basic technology instruction.

**Goal 3: Library delivers a consistent, high-quality, and inviting experience at all points of contact.**

**Objective:** Explore and implement technology to enhance the customer experience.

Implement new standards for use of study rooms at the library: Assess existing policies for use of study rooms to provide availability to more patrons.

- Review Study Room Use policies for other libraries.
- Develop options to optimize the use of study rooms including consideration of time revisions.
- Create survey for patron input regarding study room policy and possible changes.

**Goal 4: Library ensures easy, equitable access to library services for all Contra Costa residents.**

**Objective:** Explore new approaches for improving library facilities and services.
Moraga Library Annual Strategies Plan
FY 2014/15

Community Outreach: Outreach is a key element in effectively promoting our services, and in establishing strong community partnerships. The library needs to become more civically involved. This will require the following:

- Partnering with local public and private schools to promote programs and to bringing CCReads! to Moraga.
- The Moraga community hosts events such as the annual Pear Festival and annual Community Faire. Our goal is for the library to participate by hosting a table at these popular events. This would provide an opportunity to market the library. Staff will offer information on library resources and interactive activities.

Goal: The library successfully promotes its value, programs and opportunities to the community.

Objective: Expand knowledge of library services by 25 percent

Adult Services: The Moraga Library currently offers a wide range of adult programming, including multiple programs each week. However, despite the wide range of offerings, community responses indicate an interest in expanding this service beyond current level. Some possible approaches to be tried:

- Partnering with Saint Mary’s College to utilize the library as a performance venue for student musicians and choral groups. Musical programs held at the library are consistently popular with the community. Consider regular Saturday performances.
- Partnering with Town of Moraga Parks & Recreation Department to offer basic computer skills classes, workshops, or drop-in sessions.
- Continue partnerships with Moraga Movers and Berkeley Rep to offer monthly programs.
- Provide weekly programming on Wednesdays at 2 pm to address informational and recreational needs of the community; making the library a destination for adults and seniors.

Goal: The Library ensures easy, equitable access to library services for all Contra Costa County residents

Objective: Increase participation in adult programs by 25 percent
**Beautification:** Create a truly welcoming space where residents are invited to spend time, rather than simply stop by and pick up a book. Some possible tactics include the following:

- Remove film from windows- windows covered with darkening film to protect collection from sunlight do not allow sufficient natural lighting to enter the building.
- Cleanliness- continue to work with Town staff to provide improved/consistent janitorial services
- Dusting- create a volunteer program devoted to dusting the library
- Displays- continue to create visually appealing displays that are changed monthly
- Collection- continue weeding and shifting projects
- Exterior- continue talks with Jay Ingram, Town of Moraga Recreation Director, to encourage potential partnership with the Moraga Lions Club and Kiwanis Club of Moraga Valley to maintain the exterior of the library (ie. window cleaning, spider web removal and pressure washing) and resume talks with the Friends of the Moraga Library to accept monetary donations for landscape project.
- Patio Seating- adding patio seating would require the identification of funding. Ideally the Friends of the Moraga Library would be in support of patio seating.
- Bathroom- continue working with Town on bathroom remodel. The Town is currently hiring an architect.
- Fireplace area- Improve layout of area to create a more inviting/relaxing space. Remove faux plants. Monitor bookdrop to see if smaller unit can be substituted. It is possible the Friends of the Moraga Library would support this improvement.

**Goal:** The library delivers a consistent, high quality, and inviting experience at all points of contact

**Objective:** Increase satisfaction levels by 50 percent
Martinez Library Service Plan to Support Goals and Objectives of Strategic Plan, FY 2014/15

Offer more programs for young children, in the library and look for outreach opportunities: Town Hall expressed a wish for more programs. Key informants specifically pointed to more children’s programs.

- Identify and make contacts to preschools in service area
- Make a plan for providing story times at preschools to reach children not visiting library programs
- Train library assistant (when vacant position filled) to conduct story times and assist with developing other programs
- Make an overall plan for children’s programming

Goal: The library ensures easy, equitable access to library services for all County residents

Objective: Expand library service by 25 percent in identified underserved populations in each community

Goal: The library champions personal and community engagement in literacy and reading to enrich lives

Objective: Increase opportunities for literacy and lifelong learning by 25 percent

Develop local technology plan to support customers’ needs for access and knowledge about resources. Several key informants noted the importance of the library as a key resource for providing technology, especially for those with few means or resources. The Town Hall noted accesses to technology as an important contribution. The customer survey showed computer usage was a top reason to use the library (29.4%)

- Look for training opportunities for staff to ensure overall knowledge about online resources and technology as well as ability to assist patrons
- Offer programs demonstrating the use of library online resources
- Conduct key informant interviews with Martinez Unified School District staff to determine need for library programs designed specifically for students.
**Goal:** The library delivers a consistent, high-quality and inviting experience at all points of contact.

**Objective:** Develop and adopt technology to meet community needs.

**Increase awareness of library programs and resources:** The town hall meeting pointed to publicity as a top response and key informants noted the need for increased visibility

- Conduct staff meeting to list how publicity is currently done and brainstorm additional methods to reach a broader audience
- Explore relevant training for staff
- Develop local plan
- Develop partnerships with downtown organizations/associations for program planning and information sharing

**Goal:** The library successfully promotes its value, programs and opportunities to the community
Oakley Library Community Service Plan to Support Goals and Objectives of Strategic Plan, FY 2014/15

1. **Streamline library collections**

   **Goal:** The library ensures easy, equitable access to library services for all Contra Costa County residents.
   
   **Objective:** Streamlining shelves and library space to allow for better access to library collection. Remove outdated, grubby materials from the library collection. This will require the following:
   
   - Cleaning specific areas of the library
   - Weeding materials
   - Bringing in new materials and newer floats

2. **Make improvements to the library to expand patron usage and advance circulation.**

   **Goal:** The library ensures easy, equitable access to library services for all Contra Costa County residents

   **Objective:** Explore new approaches for improving library hours, facilities and services.

3. **Increase library card holders by 25%**

   **Goal:** Library champions personal and community engagement in literacy and reading to enrich lives

   **Objective:** Expand class visits to more schools and educational sites. Partner with local middle schools and Freedom High School and maintain at least 3 outreach visits per year.

4. **Create an enclosed circulation area that also serves as a staff work room**

   **Goal:** Assess all facilities and develop methods to increase user satisfaction levels by 50 percent.
**Objective:** An enclosed staff area will improve circulation production and allow staff to have a private area that will serve as a work room. To improve customer satisfaction staff will participate in customer service practices and refresher training can be provided for experienced staff. Go over key principles of library customer service such as what the library expects staff to provide to library customers.

5. Develop a marketing plan for the library

**Goal:** The library successfully promotes its value, programs and opportunities

**Objective:** Target possible partners and meet with them. Collaborate and plan events inside and outside the library. A few ideas for partners are:

- City of Oakley
- Oakley Parks & Recreation
- East Bay Regional Parks – Big Break
- Oakley Police Department
- Republic of Cake
- Smith Family Farms
- Pompeii Nursery
Increased outreach and library services for Orinda 60+ population. Census data, needs assessment, Orinda City planning reports, key informant interviews, CCC surveys and town hall meeting indicate seniors are significant and growing demographic of community and County.

- Meeting with current and potential partners (Orinda Parks and Recreation Department, Orinda Senior Village and Eden Apartments, Lamorinda Village, Seniors Around Town/Orinda Association, Rotary clubs, % Century Club, Lamorinda Adult Respite Center, others to be identified)

- Program development (armchair travel; art docent lectures; film series; others identified and developed using Predicting Success model) late fall/winter 2014-2015

- Work with Orinda Senior Village and Eden Housing staff to identify ways for residents to regularly attend library programs and events winter 2015

- Work with Seniors Around Town, other CCC transportation providers and CCC libraries to develop methods for housebound older adults to receive library services and materials spring/summer 2015

- Seek easily accessible training for all staff in best methods for serving this growing population, including training on access and disability services (hard of hearing; visual impairments; mobility concerns; dementia) spring/summer 2015

Goal 1: The Library ensures easy, equitable access to library services for all Contra Costa Residents
Objective A: The Library will expand its services to 25 percent of identified underserved populations in each community

Increased library services and improved YA space for tweens/teens in Orinda. Key informant interviews (City manager, mayor, Parks and Recreation Director, Superintendent of Schools), circulation and program statistics, observations of area libraries teen/tween programs and outreach indicate teen services have been lacking in Orinda Library. Current dedicated space is not differentiated in any significant way from other Orinda alcove study spaces.

- Meet with current and potential partners (Parks and Recreation Dept, Orinda Teen Advisory Council, Orinda middle and high school and private schools, Orinda Association, Friends of the Library, others to be identified) On-going

- Teen Librarian works towards developing core volunteer group of teens/tweens for consultation, assistance promoting library events and programs summer 2014-fall 2015

- Adult/Teen Librarian attends Youth Services design seminar; continues researching best design possibilities (field trips to area libraries), spring 2014

- Adult/Teen Librarian, SCLM and assigned LAJ complete redesign for designated YA space: furniture, graphics, artwork, paint summer 2014

- Develop guidelines for use of new group study room and relocate tables/chairs to this designated space summer 2014

- SCLM submits design proposal and funding request to Friends of the Orinda Library; seeks additional funding as necessary for redesign summer/fall 2014

- Programming: book clubs, drop in, partnership with other Lamorinda libraries, summer 2014
• Regularly scheduled programs to encourage creativity, reading & increased library use by Orinda area tweens/teens  \textit{fall 2014-2015}

• Establish Library advisory group and/or collaborate with City Orinda Teen Advisory Council (materials selection, program consultation, etc)  \textit{fall 2014-winter 2015}

• Furniture/art/graphics ordered  \textit{November 2014}

• Open house, publicity and explanation of new YA only space to public  \textit{February 2015}

\textbf{Goal 3: The Library delivers a consistent, high-quality and inviting experience at all points of contact}

\textbf{Objective A:} Assess all facilities and develop methods to increase user satisfaction levels by 50 percent

\textbf{Objective B:} Enact a “pro-access” customer service plan to improve user satisfaction levels by 20 percent

\textbf{Develop community languages collection.} Census data, key informant interviews, staff observation, circulation/Link+, and program statistics indicate a growing demand for Chinese language materials.

• Materials funding determined when Orinda materials budget developed  \textit{summer 2014} - % set aside to create and update Chinese language collection for children and adults

• Convene local group of Chinese speakers/readers for input and advice  \textit{late fall 2014}

• Place orders for new Chinese language collection: may include newspapers/magazines/AV materials as well as print, \textit{winter 2015}

• Evaluation of success of new collection; decisions re: year 2 and 3 purchasing  \textit{summer 2015}

\textbf{Goal 1: The Library champions personal and community engagement in literacy & reading to enrich lives}

\textbf{Objective B:} Expand knowledge of the collections to increase circulation by 10 percent

\textbf{Evaluation:}

• Attendance at new programs/on-going attendance

• Audience feedback and surveys

• Staff observations of use of new YA designated area and group study room

• New users of homebound services

• Key informant interviews (school staff, teens/tweens, Chinese language speakers/readers, Orinda Parks and Recreation, Senior villages and housing complexes, town staff, Orinda Association/Seniors Around Town)

• Increased circulation stats for: large print/audio; YA; Chinese materials
Pleasant Hill Library Community Service Plan to Support Goals and Objectives of Strategic Plan, FY 2014/15

Goal 1: The library ensures easy, equitable access to library services for all Contra Costa County residents.

The library will expand its services to 25 percent of identified underserved populations in each community.

- Incorporate inclusive features into public programs when appropriate, esp. storytimes
- Optimize library hours: Add 8 additional hours (Monday) – October 2014
- Outreach to distant/disadvantaged schools (Fair Oaks, Pleasant Hill Middle)
- Increase number of volunteer computer docents
- Potential pilot for personalized customer service in 2015 (as staffing allows)
- Ensure that underserved communities are involved in the planning of a new Pleasant Hill Library facility.

Goal 2: The library champions personal and community engagement in literacy and reading to enrich lives.

Increase opportunities for literacy and lifelong learning by 25 percent.

- Weeding, signage, merchandising, de-clutter public and staff areas to improve browsing and visitor experience
- Facility improvements, including piloting new furnishings/approaches to space use to inform work of the facility task team.
- Build on early literacy programming (i.e. Evening Family ‘Pajama Time’ Storytimes)
- Expand maker/Do-It-Yourself programs integrating technology, esp. for tweens and teens.
Goal 3: The library delivers a consistent, high-quality, and inviting experience at all points of contact.

Assess all facilities and develop methods to increase user satisfaction levels by 50 percent.

- Staffing: Fill vacant positions
- New Service Desk
- Staff Training: CLA Fall 2014 and more...
- Streamline hold system to improve self-service experience
- Consistent signage, wayfinding, including full map of library
- Promote the work of the city’s Library Task Force to plan and build a new 21st century library facility.

Goal 4: The library successfully promotes its value, programs and opportunities to the community.

Develop and implement a strategic marketing communications plan.

- Re-invigorate outreach (Farmer’s market, BART, city events)
- Utilize Facebook and/or other social media to increase dialogue with community around programs and services
- Through and with the Library Task Force, engage all partners and residents in a community conversation about current and potential use and impact of the library.
Pittsburg and Bay Point Community Library Strategies to Support Goals and Objectives of Strategic Plan, FY 2014/15

Goal 1: The library ensures easy, equitable access to library services for all Contra Costa County residents.

The library will expand its services to 25 percent of identified underserved populations in each community.

- Pilot concierge/personalized service in lieu of adult programs
- Review computer time limits to improve access (2-hour computer, 15-minute express, etc.)
- Increase number of computer docents
- All storytimes have at least one inclusive feature
- Optimize/Review current library hours
- Review LSA/Aide hours

Goal 2: The library champions personal and community engagement in literacy and reading to enrich lives.

Increase opportunities for literacy and lifelong learning by 25 percent.

- Job Search, resume building, interview skills programs
- Expand Early Literacy devices and learning games
- Lunch at the Library programs: story times, summer reading
- Literacy/teachable moment with parents

Goal 3: The library delivers a consistent, high-quality, and inviting experience at all points of contact.

Assess all facilities and develop methods to increase user satisfaction levels by 50 percent.

- Furniture adult, teens, children
- Signage: graphics produced County; signs funded Keller Canyon Grant submitted by City of Pittsburg
- Explore laptop lending machine

PIT/BAY CSP
Goal 4: The library successfully promotes its value, programs and opportunities to the community.

*Develop and implement a strategic marketing communications plan.*

- Develop activity in conjunction with Adventure Read (field trip, performer, programs)
- Explore and develop Partnerships/Funding base:
- Garaventa
- Soroptimist
- Dollar General
- Walmart
- Increase Friends of Pittsburg Library membership
- Service organizations visits – hand out library cards for later entry (D&G concept)
- Promote and continue Lunch at the Library with coordinating literacy programs
BAY POINT LIBRARY

Goal 1: The library ensures easy, equitable access to library services for all Contra Costa County residents.

The library will expand its services to 25 percent of identified underserved populations in each community.

- All storytimes have at least one Inclusive feature
- Optimize/Review current hours

Goal 2: The library champions personal and community engagement in literacy and reading to enrich lives.

Increase opportunities for literacy and lifelong learning by 25 percent.

- Expand Early Literacy devices
- Explore Lunch at the Library
- All children’s programs to include “Positive Parenting” moment

Goal 3: The library delivers a consistent, high-quality, and inviting experience at all points of contact.

Assess all facilities and develop methods to increase user satisfaction levels by 50 percent.

- Coordinate facility improvements with Keller Canyon grant funds; grant for Bay Point Library/Riverview Middle School Library, submitted by Riverview Middle school
- Weed collection to make way for improved collection

Goal 4: The library successfully promotes its value, programs and opportunities to the community.

- Grant funds plan for BAY community: Supervisor Glover’s community grant ($10,000 - fiscal agent, Antioch Friends of the Library)
- Develop activity in conjunction with Adventure Read (field trip, performer, etc)
- Develop Partnerships/Funding base
- Dollar General
- Walmart
- Habitat
- Increase volunteer base – look to LMC students
- Initiate Bay Point Friends

PIT/BAY CSP
- Service organizations visits – hand out library cards for later entry (D&G concept)
Pinole Library Strategies to Support Goals and Objectives of Strategic Plan, FY 2014/15

More Outreach and Programming for Seniors:
- Identify business, community organizations, and residential facilities that provide services to seniors. Identify seniors who play an active role in the Pinole community. Contact these organizations and individuals and conduct key informant interviews to identify needs of seniors.
- Coordinate with other CCCL Adult Services staff to develop a survey to determine the needs and interests of seniors in the Pinole community.
- Use information from key informant interviews and survey to identify senior needs and develop a strategy to address them.

Goal 1: The library ensures easy, equitable access to library services for all Contra Costa County residents.

More early literacy activities for children:
- Consult with Automation Staff about feasibility of moving existing Children's Computer to new location.
- Research potential grants and/or sponsorship opportunities for funds to renovate and/or purchase additional materials for early learning environment, or an Early Literacy Station.

Goal 1: The library ensures easy, equitable access to library services for all Contra Costa County residents.
Goal 2: The library champions personal and community engagement in literacy and reading to enrich lives
Goal 3: The Library delivers a consistent, high quality, and inviting experience at all points of contact.

Additional public computers to provide decreased wait times:
- Consult with Automation Staff to assess how many additional computers the Pinole Library network can support.
- Determine cost of computers, software and associated equipment
- Identify existing computers that can be converted to 2 hour stations
Goal 3: The library delivers a consistent, high-quality and inviting experience at all points of contact.
Community Priority/Need #1: Begin programming in support of early literacy and elementary education, inside and outside the Library.

Goal 2: The library champions personal and community engagement in literacy and reading to enrich lives.
Objective A: Increase opportunities for literacy and lifelong learning by 25 percent.

Library Assessment (Resources/Capabilities):
Current: manpower
Required:
Skills – new staff member must be trained in storytimes, class visits, and other aspects of youth programming.
Partners – create new partnerships and strengthen existing partnerships with pre-schools and elementary schools.

Action Steps:
• Community Library Manager arranges training in storytime and class visits for Library Assistant – Advanced.
• Library Assistant -- Advanced begins storytimes both in the Library during open hours, and outside the Library during closed hours.
• Library Assistant – Advanced begins class visits both in the Library and at the schools.

Prioritization/Evaluation Considerations:
Both at the Town Hall and in the Key Informant Interviews community members mentioned support for early literacy and closer partnerships with schools as community priorities. The Rodeo Library has offered significant early literacy programming in the past, and has had an eighteen month hiatus in partnering with the local schools.

Community Priority/Need #2: Refresh the interior of the Library.

Goal 3: The library delivers a consistent, high-quality and inviting experience at all points of contact.
Library Assessment (Resources/Capabilities):

Current: manpower, funding for supplies through Phillips 66 annual gift.

Required:
Skills – new staff member must be trained in weeding, supply ordering, and work requests.

Action Steps:

- Community Library Manager and Library Assistant – Advanced evaluate entire Library building, including public areas and staff areas and do an initial cleanup of low-hanging fruit.
- Guidance from County Library on County-wide standards, as applicable.
- Prioritize the remaining improvements and create an action plan for weeding, supply ordering, signage, etc.
- CLM trains LA-A in weeding practices and guidelines.
- CLM trains LA-A in supply ordering.
- LA-A works through action plan in order of priority, with regular reports to CLM.

Prioritization/Evaluation Considerations:

Many respondents at the Town Hall mentioned facility concerns, primarily related to the size of the building. Much can be done with existing resources to improve the feel of this modest-sized Library.

Community Priority/Need #3: Improve publicity of library programs and services.

Goal 4: The library successfully promotes its value, programs and opportunities to the community.

Library Assessment (Resources/Capabilities):

Current: manpower, skills, and partners

Required: Additional skills and partners

Action Steps:
- Staff assess available publicity outlets, determine which are most effective, and focus on those.
- Streamline publicity process so it is not so time-consuming.
- Attend RMAC meetings twice per year to report on library programs and services.
- Develop partnerships with local community organizations such as New Horizons Career Center and publicize library services to their users.

Prioritization/Evaluation Considerations:

As in most other communities in Contra Costa County, the Rodeo community is not aware of all of the services and programs its Library provides to enrich their lives. Moreover, one Key Informant reported that many Rodeo residents do not even know that there is a Library in town.
San Pablo Library Strategies to Support Goals and Objectives of Strategic Plan, FY 2014-15

New San Pablo Library Facility: Communicate and work with the City of San Pablo, library consultant and Deputy County Librarian to propose and plan for new Library facility.

- Continue to use data and research gathered during the strategic planning outreach phases to plan for a new library facility
- Work closely with City architect, library consultant, and Deputy County Librarian to present new library facility plan to City of San Pablo for approval and funding
- Create new library facility as welcoming and inclusive space for San Pablo community that meets community needs:
  - teen, children and adult spaces
  - community room for library and community programs
  - small group study rooms, including space for PSC tutors and CC College students
  - Increase number of public computers and power outlets for personal electrical devises
    - computer lab for job and employment training
- Work with Friends of the San Pablo Library to develop new funding raising opportunities and community partnerships in support of new library project
- Partner with San Pablo Economic Development Corp to offer computer classes for job and small business training at new facility

Goal 1: Library ensures easy, equitable access to library services for all Contra Costa County residents

Objective: Explore new approaches for improving library facilities and services

Improve Academic Performance of school aged children: Develop partnership with San Pablo Community Schools Initiative to help local schools improve their academic performance

- Lunch in the Library – take part in pilot L@L program in Contra Costa County to serve lunch to local children Monday, Tuesday and Wednesdays during the summer
- Combine L@L and Summer Reading program events to ensure that children and families will see both programs supporting one goal; supporting healthy, active summer learning and reading opportunities for local children
  - Offer interesting summer programming that supports both L&L and SRP
  - Partner with San Pablo Youth Commission to support SP Childhood Obesity Prevention Program and L@L. Youth will serve as summer program volunteers, coordinators and create 3 programs about healthy choices and active lives
- Work with California Summer Meals Coalition to obtain San Pablo Foundation grant for Lunch in the Library programs, materials and stipends for volunteers coordinators
- At least 2 staff members will attend L@L and food handling training
- Increase participation of San Pablo children 18 and under in the Summer Reading Program by 100% over 3 years
- Work with West County School Unified School District, School Principals, City Council and staff to bring Lunch in the Library to SPL, increase use of the library and offer summer reading program

**Goal 2:** The Library champions personal and community engagement in literacy and reading to enrich lives.

**Objective:** Increase opportunities for literacy and lifelong learning by 25 percent

Explore the possibility of forming a coalition of organizations in West County to work together to bring more and consistent assistance for residents seeking US citizenship. West County immigant communities do not have access to adequate citizenship preparation programs.

- In conjunction with the Lao Family Community Development, investigate the feasibility of forming a West County coalition of organizations, public libraries, law firms and community groups to increase the scope of the citizenship instruction and naturalization application services in West County.
- Coordinate gathering of West County organizations to discuss partnership possibilities.
- Study the feasibility of applying for grants to support a robust citizenship program. Especially the US Citizenship and Integration Grant Program for 2015 (see link for grant information).
  http://www.uscis.gov/about-us/citizenship-and-integration-grant-program#contact

**Goal 2:** The Library champions personal and community engagement in literacy and reading to enrich lives.

**Objective:** Increase opportunities for literacy and lifelong learning by 25 percent

Successfully promote library value, programs and opportunities to local residents through new and create means

- Utilize current City, Schools and local organizations outreach programs to promote SPL programs such as SRP and L@L
- Encourage staff to participate in outreach opportunities to schools and local organizations such as CC Reads and the monthly Principal’s Meeting
- Send at least 2 staff members to “Predicting Success” and other marketing trainings

**Goal 4:** The library successfully promotes its values, programs and opportunities to the community.

**Objective:** Develop and implement a strategic marketing communication plan
San Ramon Library/Dougherty Station Library Community Service Plan FY 2014/15

San Ramon Library

Library Renovation: The City of San Ramon has approved a renovation project for San Ramon Library. A working team with representatives from key stakeholder groups is already assembled and deeply involved in the process. Feedback from San Ramon's strategic planning key informant interviews and Town Hall meeting, local surveys and group interviews is integral to the effort. The project will take from two to three years to fully implement. A complete timeline has not yet been determined.

Community priorities that will be addressed in the renovation project include:

- Increased space for the community's library needs
- More quiet study spaces and study rooms
- Larger, appealing spaces for children and teens
- More efficient service models
- Adequate parking
- Improved access to self-service features
- Updated décor

This will require the following:

- Continued support from Renovation Task Team representatives, including the City of San Ramon
- Development of detailed designs for the renovated space
- Estimates and bids from builders, suppliers
- Design approval and construction/project funding from the City of San Ramon
- Participation and financial support from San Ramon Library Foundation
- Support from community organizations and businesses
- Ongoing public promotion and communication
- Significant participation from library staff and library administration
- Development of plan to relocate or close the library for the duration of the renovation
- Development of a feedback tool to assess the project’s success

The renovation is a large initiative and multiple Strategic Plan goals will be addressed. These include:

**Goal 1**: The library ensures easy, equitable access to library services for all Contra Costa County residents.

**Objective A**: Explore and pilot three new approaches for improving library hours, facilities and services.

SRL/DSL CSP
Goal 2: The library champions personal and community engagement in literacy and reading to enrich lives.

Objective A: Increase opportunities for literacy and lifelong learning by 25 percent.

Goal 3: The library delivers a consistent, high-quality, and inviting experience at all points of contact.

Objective A: Assess all facilities and develop methods to increase user satisfaction levels by 50 percent.

Objective B: Enact a “pro-access” customer service plan to improve user satisfaction levels by 20 percent.

Objective C: Explore and implement technology to enhance the customer experience.

San Ramon Library/Dougherty Station Library

Renovation Joint Library Children’s Services Plan: Support for early literacy and education is an important community priority. Story times are the foundation of the library’s early literacy service and are held at least four times each week at both Dougherty Station and San Ramon Libraries. Attendance at San Ramon averages over 100 people at each event. To meet the needs of this population, staff from both SRL and DSL must create and implement a Joint Library Children’s Service Plan to provide equivalent story time services during the period of time SRL is closed for renovation.

This will require the following:

- Youth services resources from both libraries to plan and present multiple story times
- Support from the City of San Ramon
- Access to a large programming space in one of the City’s Community Centers
- Publicity prepared for the appropriate Parks Guide (assuming Fall 2015) due May 2015.

Strategic Goals addressed:

Goal 2: The library champions personal and community engagement in literacy and reading to enrich lives.

Objective B: Position and market each library as the community’s early literacy center.
**ESL book club:** San Ramon is an increasingly diverse community. Nearly one third of San Ramon’s population is foreign born. This population is educated and literate although many, especially seniors, are not yet fluent in English. Services that support the needs of a diverse community and English language learners are a priority in San Ramon. The libraries hold popular English conversation groups that meet on alternating Mondays at the two locations. Members of the group have suggested a book club. The book club would augment existing conversation groups. Like the conversation groups it would have an alternating venue, trading off between San Ramon and Dougherty Station Libraries.

This will require the following:

- Adult Services resources to launch and coordinate the book club
- Research into best practices for such groups
- A volunteer to lead the group each month
- Meeting space
- Access to appropriate materials
- A publicity plan that is designed to reach and attract people in the target audience

**Strategic Goals addressed:**

**Goal 1:** The library ensures easy, equitable access to library services for all Contra Costa County residents.

*Objective A:* The library will expand its services to 25 percent of identified underserved populations in each community.

**Goal 2:** The library champions personal and community engagement in literacy and reading to enrich lives.

*Objective A:* Increase opportunities for literacy and lifelong learning by 25 percent

*Objective B:* Expand knowledge of collections to increase circulation by 10 percent

**Dougherty Station Library**

**Senior Day at DSL:** Feedback from San Ramon’s senior population revealed that inadequate parking or the perception that parking is inadequate is deterring seniors from using the library. Dougherty Station Library has ample parking on Fridays, because the DVC campus does not hold Friday classes. Parking, including several handicap access spaces, is available right outside the library’s entrance. Creating a Senior Day on Fridays, when the library is quiet and parking is available, could help seniors reconnect with their library.

SRL/DSL CSP
This will require the following:

- Library resources to develop a Senior Day programming plan and schedule
- Research into best practices in serving seniors
- Community partners and library staff to offer programs of interest to Seniors at these events (health, wellness, legal, library resources, Discover & GO, computer technology, e-books)
- Partnership with San Ramon’s Senior Advisory Committee
- Partnership with San Ramon Senior Center to establish transportation from the Center to the library
- Support of SR Library Foundation to cover programming costs, refreshments
- Improved browsing experience (see next goal – Increase circulation of DSL New Books)
- A publicity plan that is designed to reach and attract the target audience
- A feedback mechanism to assess the program’s success

Strategic Goals addressed:

**Goal 1:** The library ensures easy, equitable access to library services for all Contra Costa County residents.

**Objective A:** The library will expand its services to 25 percent of identified underserved populations in each community.

**Increase circulation of DSL new books by improving the browsing experience of customers:** Statistics reveal that circulation of new books is growing in spite of an overall downward trend for adult items. In a recent presentation it was pointed out that this is true at almost every library. It is not true at DSL where adult circulation is lower than at other CCC libraries. New books have been relocated several times since the library opened. The current location, signage, and display do not enhance the browsing experience. Relocating new books to a better location and creating attractive signage and displays should increase the likelihood that people will browse the collection and check items out more frequently.

This will require the following:

- A plan to shift and relocate portions of the collection
- Research into best practices and experiences of other Contra Costa County Libraries
- Support from Collection Development to assist in budgeting and planning for a more appealing new collection
- Staff to shift and move materials
- Development of attractive signage including support from the library’s graphic designer
- Support from San Ramon Library Foundation to augment budget for new adult materials at DSL and for any display racks
- Realignment of DSL’s annual collection budget to bring more new materials into the library

SRL/DSL CSP
Strategic Goals addressed:

**Goal 2:** The library champions personal and community engagement in literacy and reading to enrich lives.

**Objective B:** Expand knowledge of collections to increase circulation by 10 percent
Walnut Creek Library/Ygnacio Valley Library Community Service Plan FY 2014/15

Provide a Welcoming and Safe Community Space with Abundant Resources

- Review and develop improved efficiencies around workflow standards for library processes
- Verify and secure commitment from custodial staff for cleaning schedule
- Develop customer service tactics based on literature and staff input
- Schedule revisit from ergo assessment staff to review status of front-desk
- Plan signage, secure quote for costs, and explore potential fund sources
- Schedule estimate for a repaint of the public area and the staff area
- Plan and schedule annual and bi-annual work request maintenance schedule
- Review current evacuation procedures
- Schedule annual training with library vendors, city, and county
- Review Warren Graham security assessment tools
- Add roving staff member during peak hours
- Recruit volunteer presence for children’s area
- Assess Wi-Fi speed capacity and usage
- Purchase walkie-talkies
- Use Foundation Directory Online to identify potential grant-makers for added resources

**Goal:** the library ensures easy, equitable access to library services for all County residents. The library delivers a consistent, high-quality and inviting experience at all points of contact.

**Objective:** explore and pilot three new approaches for improving library hours, facilities and services. Assess all facilities and develop methods to increase user satisfaction levels by 50 percent. Enact a “yes-we-can” customer service plan to improve user satisfaction levels by 20 percent.

Provide Programs that Culturally Engage the City at All Life Stages

- Understand and develop baseline level of programming
- Fill vacant senior clerk and library assistant position to free up staff for cultural programming
- Assess with partners what speakers and presenters are sought after in local area
- Explore funds for presenters and speakers with Friends, Foundation, and grants
- Explore funds for meeting room repaint and replacement of furniture
- Schedule planning meeting with community partners to assess partnership interest
- Designate a senior-service staff member
- Bi-annual training for each age group, as well as cross-training
Goal: The library ensures easy, equitable access to library services for all County residents. The library champions personal and community engagement in literacy and reading to enrich lives.

Objective: Expand library service by 25 percent in identified underserved populations in each community. Increase opportunities for literacy and lifelong learning by 25 percent. Expand knowledge of collections to increase circulation by 10 percent.

Support Educational Success in Walnut Creek
- Fill vacant senior clerk and library assistant position to free up staff for educational programming
- Develop point of contact with each school for promotion of programs and stakeholder feedback
- Secure spot on parent teacher boards, and meeting time with school librarian
- Explore funding for education programs
- Meet with tutors to assess furniture, equipment, and space needs in the library
- Develop plan for supporting local education in partnership with parents groups and school library

Goal: The library champions personal and community engagement in literacy and reading to enrich lives. The Library delivers a consistent, high-quality and inviting experience at all points of contact.

Objective: Increase opportunities for literacy and lifelong learning by 25 percent. Expand knowledge of collections to increase circulation by 10 percent. Assess facility and develop methods to increase user satisfaction levels by 50 percent.

Increase Awareness of Local Library Service and Value
- Fill vacant senior clerk and library assistant position to free up staff for outreach and marketing
- Attend training for program staff around outreach and marketing
- Evaluate marketing software option(s)
- Investigate automated marketing emails from Automation
- Select and implement marketing software to promote service and programs
- Assess needs for digital signage and explore funding through Friends or Foundation
- Implement new knowledge from training for outreach and marketing
- Review Foundation Directory Online for potential funding opportunity

Goal: The library successfully promotes its value, programs and opportunities to the community.

Objective: Develop and implement a strategic marketing communication plan
Tuesday, February 23, 2016

### Books Per Capita

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<th>Library Jurisdiction</th>
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Source: California State Library

http://www.countingopinions.com/pireports/report.php?b9ecea9487f1571c74803b746c2ec8c8

### Expenditures Per Capita ($)

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Source: California State Library

http://www.library.ca.gov/lds/librarystats.html

Prepared by Commissioner Alan B. Smith