MEETING DATE: Thursday, November 20, 2014

AGENDA ITEM #: 6

ITEM: ACCEPTANCE OF MINUTES

RECOMMENDED ACTION:

Commissioners will approve or amend the minutes of the meeting of September 25, 2014.
MEETING OF THE LIBRARY COMMISSION

Minutes

DATE: Thursday, September 25, 2014

1. CALL THE MEETING TO ORDER
   Commission Chair, Shirley Peck (Brentwood), called the meeting to order at 7:00 p.m.

2. COMMISSION BOOKSHELF

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
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<tr>
<td>Mr. Langshaw’s Square Piano</td>
<td>Madeline Goold</td>
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<td>The House at Sugar Beach</td>
<td>Helene Cooper</td>
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<td>David Rockefeller</td>
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<td>Harry Truman’s Excellent Adventure</td>
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<td>Along the Edge of the Forest</td>
<td>Anthony Bailey</td>
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<td>Giant George</td>
<td>Dave Nasser and Lynne Barrett-Lee</td>
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<td>In Search of Melancholy Baby</td>
<td>Vassily Aksyonov</td>
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<td>An Event in Autumn</td>
<td>Henning Mankell</td>
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<td>The Heart of Everything that is</td>
<td>Bob Drury and Tom Clavin</td>
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<td>The Organized Mind: Thinking Straight in the Information Overload</td>
<td>Daniel J. Levitin</td>
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<td>War: What is it good for?</td>
<td>Ian Morris</td>
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3. ROLL CALL

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Library Commission Minutes
September 25, 2014

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<th>Name</th>
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<td>Panas</td>
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<td>Woodrow</td>
<td>Don</td>
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Total Commission positions: 29
Commission positions filled: 25
Commission positions vacant: 4
Commission quorum: 15

With 21 Library Commissioners present, a quorum was established.

VOTING

According to the By-Laws of the Library Commission, in order for a vote to pass, a majority of the city representatives and a majority of the County representatives must approve it. Upon reauthorization of the Library Commission, the five special appointees to the Library Commission draw lots to determine whether their votes count with the cities or the County. Through June 2016 the special appointees will be counted as follows:

Three representative votes count with the County:
- Friends Council
- Contra Costa Council
- Contra Costa Community College District

Two representative votes count with the cities:
- Central Labor Council
- Superintendent of Schools

4. INTRODUCTIONS

Lisa Chow, District IV Representative for Supervisor Mitchoff

5. ITEMS FROM THE PUBLIC

None.

6. ACCEPTANCE OF MINUTES

Commissioners approved the July 24, 2014 Minutes.

*Recorded votes –

AYES: Joyce Atkinson, City of Clayton; Cip Ayala, City of Hercules; Katherine Bracken, City of Pleasant Hill; Vivian Faye, City of Brentwood (Alternate); Kathy Fuller, City of Martinez; Andrew Gabriel, City of Hercules (Alternate); Leanne Herrick, City of Pittsburg (Alternate); Mary Ann Hoisington, City of Lafayette; Gerry Jackson, City of Pittsburg; Mary Joseph, City of Oakley; Jessica Lawler, (Friends Council); Roger Lom, Town of Moraga; Kathy Magann, City of Pinole (alternate); Leonard McNeil, City of San Pablo; Mojdeh Meh dizadeh, Contra Costa Community College District; Lynn A. Mersch, City of Walnut Creek; Charlene O’Rourke, City of Pinole; Tom Panas, City of El Cerrito (Alternate); Dr. Shirley Peck, City of Brentwood; Laurie Phillips, City of Lafayette (Alternate); Diane Riser, CCC District 2; Walter Ruehlig, City of Antioch; Alan B. Smith, CCC District 4; Margie Valdez, Central Labor Council; Judi Waterson, City of Concord (Alternate); Janice Woo, City of El Cerrito; Don Woodrow, CCC District 1.

VACANT: Contra Costa Council; City of Orinda; City of Richmond; CCC District 5.

NOT PRESENT: Jeanne Boyd, City of Clayton (Alternate); Sonia Bustamante, City of San Pablo (Alternate); Katie Diamond, Town of Danville; Karen Guillian, City of Oakley (Alternate); Gayle Kindall, City of Martinez (Alternate); Andy Kivel, Contra Costa Community College District (Alternate).

7. APPROVAL OF AGENDA

Commissioners* approved the agenda for the meeting of September 25, 2014.

*Recorded votes –

AYES: Joyce Atkinson, City of Clayton; Cip Ayala, City of Hercules; Katherine Bracken, City of Pleasant Hill; Vivian Faye, City of Brentwood (Alternate); Kathy Fuller, City of Martinez; Andrew Gabriel, City of Hercules (Alternate); Leanne Herrick, City of Pittsburg (Alternate); Mary Ann Hoisington, City of Lafayette; Gerry Jackson, City of Pittsburg; Mary Joseph, City of Oakley; Jessica Lawler, (Friends Council); Roger
8. **ITEMS OF INTEREST TO THE COMMISSION AND ANNOUNCEMENTS**

Commissioner McNeill (San Pablo) encouraged other commissioners to be sensitive to diversity issues when contributing to the Commission bookshelf.

Commissioner Smith (District IV) will be attending the Mayor’s conference next Thursday and will be speaking to Senator Wolk about the need for the library construction bond to be reintroduced, since SB7 was vetoed by the Governor this year.

Commissioner Faye (Brentwood- Alternate) mentioned that the Commission might be interested in an East Bay Express article on the Dark Side of Amazon in its September 24th-30th edition. Faye also shared that the San Francisco Main Library was going to have a book sale at Fort Mason soon.

Commissioner Ruehlig (Antioch) said that he and the County Librarian gave a presentation to the Antioch City Counsel about the safety and security concerns at the Antioch Library and that the presentation was well received. He also mentioned a recent trip to Ernest Hemingway’s home in Key West Florida.

Commissioner Hoisington (Lafayette) shared that the Lafayette Art and Wine Festival occurred the weekend prior and that the Foundation and Friends shared a booth at the event. In the September issue of Lafayette Today, Supervisor Candace Anderson wrote an article about Discover & Go.

Commissioner Atkinson (Clayton) announced that there will be a book sale at the Clayton Library on October 17, 18, and 19th.

Commissioner O’Rourke (Pinole) shared that there will be a book sale on October 11th at the Pinole Library and that they had a booth at the farmer’s market every other Saturday.

Jessica Lawler (Friends Council) discussed planning a mixer to compare best practices among Friends of the Libraries.

Commissioner Bracken (Pleasant Hill) met with Lafayette Friends and would be interested in knowing best practices about how to discard books at the end of book sales.

Commissioner Lum (Moraga) stated that $4000 had been raised at their 1-day book sale. Boy Scouts were on hand to help. He attributed their financial success to the publicity through local newspapers and on social media.

Commissioner Waterson (Concord – Alternate) announced that her colleague Commissioner Barbara Gomez had resigned from the Library Commission. Waterson shared that she would be open to taking on the regular Commission seat.

Commissioner Peck (Brentwood) mentioned that the Murder Mystery Dinner in Brentwood was a sold out
event and very successful. Peck also attended the Remember and Go Party at Pleasant Hill Library and made note of the genealogy room.

9. **CORRESPONDENCE**
There was no new correspondence that required responses.

10. **COUNTY LIBRARIAN REPORT**
State Librarian Greg Lucas visited the Pleasant Hill Library to talk about Early Literacy, which is a major priority not only for the State Library, but for the Contra Costa County Library. Mr. Lucas presented the library with a certificate entitled “Early Library Literacy Leader” and reported that he was very pleased with the Library. Supervisor Karen Mitchoff and Mr. Lucas both enjoyed Patrick Remer’s, Youth Service Librarian at the Pleasant Hill Library, morning storytime. Mr. Lucas also reported that he was interested in War Ink.

Jessica Hudson reported that she shared individual Library Community Service Plans (CSP) with Commissioners. The Plans reflect the “nuts and bolts of service.” The Kensington Library’s CSP was given to “other” district representatives who do not represent a specific community library. The CSPs are specific, local and represent communities as well as reflect the plans of specific departments within the library such as Administration, Automation, Virtual Library, and Project Second Chance. Library Commissioners are encouraged to provide feedback and to be advocates to reap more supporters.

Thirteen new staff were recently hired; eight started on Monday. Another new employee orientation is slated to begin on October 20. Current vacancies include Senior Community Library Manager position to be filled for Pittsburg/Bay Point, Pleasant Hill and Antioch Libraries. Twenty-five to twenty-seven vacancies still exist. Over the next year the Library seeks to fill the remaining positions.

Great strides have been made in the area of safety and security in the libraries. The Antioch City Council was receptive to the security report presented by Jessica Hudson with comments from Commissioner Ruehlig. Onsite security personnel will be hired on a three-month trial starting in January 2015. Simple security steps, such as “breakaway lanyards” for staff badges as well as more complex security measures will be explored. Security mirrors, proximity badges for secured staff entrances, and steps to further secure the exterior of the facility are being studied. The Contra Costa County Library Standards of Behavior document has been updated so both staff and the public are aware of the behavior expectations. County Counsel has reviewed the documents the Library Security Task Team prepared, and is pleased with the revisions to update the current Standards of Behavior. A Banning policy will allow for the suspension of a patron violating the Library’s Standards of Behavior. Currently, incident reporting is submitted to Library Administration with forms, but the Library is currently testing an online incident reporting tool which will route to internal library work groups and related partners, and also track incidents among libraries, for times when system-wide security measures (such as banning) are required. Photos can also be downloaded to the online incident reporting software.

The Library budget is looking slightly better due to an increase in property tax funding. Library Administration is working with individual libraries to identify funding needs of between $3000 to $5000 in order to spruce up libraries, obtain resources to share among locations, and support the Strategic Plan. For instance, the Pleasant Hill Library is in need of an efficient information desk, Pinole would like to purchase an Early Literacy Computer, Clayton is looking at creating a kids learning area, Hercules seeks more foreign language materials and EI Cerrito is looking to make their children’s space more vibrant. Although there are still many improvements to catch up on, libraries will now be able to make a start.

11. **OLD BUSINESS**
STATE LIBRARY FUNDING ISSUES
Commissioner Smith (District IV) shared that SB1455 was vetoed by Governor Brown. This bill initially sought to create bond funding for the building of new library facilities as well as needed remodels for older facilities. It was downgraded to an assessment bill, to review the fiscal needs across the state for new library construction and remodels, which was vetoed in October 2014. Governor Brown’s veto notice was in the Commission packet. Smith also shared that this month’s Mayor’s Conference was being held in Pleasant Hill.

12. NEW BUSINESS

WAR INK
Chris Brown, Senior Community Library Manager for Walnut Creek and Ygnacio Valley Libraries, presented a short video clip followed by an exclusive audio clip from the library project entitled War Ink. War Ink is a poignant story told by Veterans to the public through the medium of ink illustrated in their war tattoos. Press kits for War Ink may be available by mid-October and Library Commissioners may request a kit. Brown answered questions about the funding and partners for the project and shared that it will debut on Veteran’s Day 2014.

SAN PABLO LIBRARY POTENTIAL MOVE AND EXPANSION
Chela Lucas, Community Library Manager for San Pablo Library, and Commissioner McNeal (San Pablo) shared the floor plan and elevation diagrams for the San Pablo Library potential move and expansion. The cost of the project is estimated at $5,000,000, the square footage is estimated at 16,000, and the date for the potential move is scheduled for late fall 2016. Commissioners were requested to share their feedback and input into the design and floor plan.

SAN RAMON LIBRARY RENOVATION AND EXPANSION
Nancy Kreiser, Senior Community Library Manager for San Ramon and Dougherty Station Libraries, reported on the San Ramon Library renovation and expansion. Square footage will increase to approximately 21,500 and the proposed start date for the project is September 2015. The project includes a remodel of the first floor of the library and an expansion of the second floor mezzanine by 3,500 square feet. The remodel is scheduled to go before the San Ramon Parks and Recreation Commission on October 8th and the City Council on October 28th. Commissioners were requested to share their feedback and input into the design and floor plan.

NOMINATIONS FOR 2014 LIBRARY COMMISSION OFFICERS
Chair: No nominations were made at the meeting
Vice Chair: Commissioner Smith accepted nomination

2014 ANNUAL REPORT AND WORK PLAN FOR 2015
This item was deferred due to time constraints.

13. AGENDA SETTING FOR NEXT MEETING and FUTURE TOPICS

November 20, 2014 meeting:
- Nomination and appointment for new officers of the Library Commission
- Promoting library services to communities
Future topic suggestions:
- Contra Costa County Historical Society
- Employment or career enhancement library assistance for job seekers
- Ways the Library can meet the needs outlined in the State’s Demographic Report
- Information on special library collections, reference directories, newspapers, and periodical sets (i.e.: Historical collection (climate controlled) and San Ramon’s jazz collection)

14. ADJOURNMENT TO THE November 20, 2014 LIBRARY COMMISSION MEETING
Commissioners adjourned the meeting at 9:05 p.m.

Submitted by Jessica Hudson
County Librarian, Contra Costa County Library
Antioch Libraries Strategies to Support Goals and Objectives of Strategic Plan, FY 2014/15

**Security:** Implement new Security Plan and Procedures. This has been the primary concern for the community.

- External security guards, whether on-site or on-call, will be piloted at the Antioch Library in January, 2015.
- Exploration of a new facility for the Antioch Library will be done in the upcoming year.
- Desk schedules have been modified to make more staff 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.
- Review of facility entrances at the Antioch Library, including the Project Second Chance (PSC) entrance, for volunteers and students.
- Maintain close collaborative relationship with the City of Antioch to address security issues at the Prewett Library.
- Implementation of best practices recommended by security consultant Warren Graham.

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

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

**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.

**Computer Access:** Expand public computer access at the Antioch Library.

- Permanently secure laptops for public use on Laptop Lane.
- Convert three 30 minute computers to 60 minute computers with Microsoft Office.
- Convert four catalog computers to 60 minute full access computers with Microsoft Office.
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.
Goal 4: The library successfully promotes its value, programs and opportunities to the community.

Outreach and Publicity: Explore opportunities for improved communication to the Antioch community.

- Partner with AUSD district-wide English Language Advisory Committee and the African American Male Achievement Initiative for community impact literacy programs.
- Electronic distribution of library programs and events to Antioch Unified School District.
- Present relevant library reports at Antioch City Council meetings.
  - Security updates
  - Community updates
  - Outreach efforts
  - Quality of Life programs
  - Culturally diverse programs
- Collaborate with the Friends of the Antioch Library on a plan to keep the library in the public conversation.

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.
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.
- 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 storytime 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 UNSERVED 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 its 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.a. 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

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
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

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

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
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 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.

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- 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.

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• 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.
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.)

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.)

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

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.)

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