



CITY OF MOUNTAIN VIEW

LIBRARY BOARD

AGENDA

REGULAR MEETING – MONDAY, FEBRUARY 22, 2016
GOSSAMER CONFERENCE ROOM – 585 FRANKLIN STREET
7:30 P.M.

1. CALL TO ORDER

- 2. ROLL CALL**—Trustees Sheetal Shah, Randall Stock, Vice Chair Paul Donahue, and Chair Max Beckman-Harned.

3. MINUTES APPROVAL

Minutes for the January 25, 2016 meeting have been delivered to Board members and copies posted on the Library bulletin board. If there are no corrections or additions, a motion is in order to approve these minutes.

4. ORAL COMMUNICATIONS FROM THE PUBLIC

This portion of the meeting is reserved for persons wishing to address the Library Board on any matter not on the agenda. Speakers are limited to three minutes. State law prohibits the Board from acting on nonagenda items.

5. UNFINISHED BUSINESS

5.1 DISCUSSION OF LIBRARY BUDGET AND BENCHMARKING REPORT

6. NEW BUSINESS

6.1 MIDYEAR PERFORMANCE MEASURES

Review of midyear performance measures presented to the City Council on February 9, 2016.

6.2 PACIFIC LIBRARY PARTNERSHIP AND SILICON VALLEY LIBRARY SYSTEM

Review the Library's membership in these organizations, what other libraries participate, and the services that are offered.

6.3 COMPUTER AND NETWORK USE POLICY

Begin revision of the policy for later approval.

7. LIBRARY BOARD/STAFF COMMENTS, QUESTIONS, AND REPORTS

No action will be taken on any questions raised by the Library Board at this time.

8. DONATIONS

- William Woodyard Jr. – \$100

9. AGENDA SETTING/PLANNING

10. ADJOURNMENT

TG/7/LIB
023-02-22-16A-E

AGENDAS FOR BOARDS, COMMISSIONS, AND COMMITTEES

- The specific location of each meeting is noted on the notice and agenda for each meeting which is posted at least 72 hours in advance of the meeting. Special meetings may be called as necessary by the Library Board Chair and noticed at least 24 hours in advance of the meeting.
- Questions and comments regarding the agenda may be directed to Rosanne Macek at (650) 903-6335.
- Interested persons may review the agenda and staff reports at the Mountain View Public Library, 585 Franklin Street, beginning the Wednesday evening before each regular meeting and at the City Manager's and City Clerk's Offices, 500 Castro Street, Third Floor, beginning the Thursday morning before each meeting. Staff reports are also available during each meeting.
- **SPECIAL NOTICE – Reference: Americans with Disabilities Act, 1990**
Anyone who is planning to attend a meeting who is visually or hearing-impaired or has any disability that needs special assistance should call the Library Services Department at (650) 903-6335 48 hours in advance of the meeting to arrange for assistance. Upon request by a person with a disability, agendas and writings distributed during the meeting that are public records will be made available in the appropriate alternative format.
- The Board, Commission, or Committee may take action on any matter noticed herein in any manner deemed appropriate by the Board, Commission, or Committee. Their consideration of the matters noticed herein is not limited by the recommendations indicated herein.
- **SPECIAL NOTICE**—Any writings or documents provided to a majority of the Library Board regarding any item on this agenda will be made available for public inspection in the Mountain View Public Library, located at 585 Franklin Street, during normal business hours and at the meeting location noted on the agenda during the meeting.

ADDRESSING THE BOARD, COMMISSION, OR COMMITTEE

- Interested persons are entitled to speak on any item on the agenda and should make their interest known to the Chair.
- Anyone wishing to address the Board, Commission, or Committee on a nonagenda item may do so during the "Oral Communications" part of the agenda. Speakers are allowed to speak one time on any number of topics for up to three minutes.



CITY OF MOUNTAIN VIEW

MEMORANDUM

Library Services Department

DATE: February 22, 2016
TO: Library Board of Trustees
FROM: Rosanne Macek, Library Services Director
SUBJECT: **Library Report**

5.1 MATERIALS BUDGET

Department budgets are being determined and the narrative budget is scheduled to be discussed at the City Council meeting on April 19, which is one week earlier than I previously reported.

6.1 PERFORMANCE MEASURES

See attached library performance measures, which were presented to the City Council as part of the mid-year budget update on February 9, 2016. The items in red are below target, and all but one are circulation-related. Comparing year-to-date circulation with the same period last year, overall circulation is down 7%. I've done some quick benchmarking with our neighboring libraries and with the exception of those who have increased hours or built new libraries, most other libraries are experiencing a similar drop. Since library use does track with the economy, this is expected to a certain extent, but something I will be monitoring.

6.2 PACIFIC LIBRARY PARTNERSHIP AND SILICON VALLEY LIBRARY SYSTEM

See separate report.

6.3 COMPUTER AND NETWORK USE POLICY

You can view the policy here:

http://www.mountainview.gov/depts/library/about/policies/computer_and_network_use.asp

We also found this older policy, which could potentially be incorporated:

<http://www.mountainview.gov/civicax/filebank/blobdload.aspx?blobid=3285>

NEW CHILLER

Here is a photo of the progress being made at the back of the library for our new chiller. The project will be complete before the summer.



REMODEL UPDATE

I am continuing to work with Public Works staff on how best to move this project forward. We are tentatively planning a presentation at an upcoming Library Board meeting and City Council meeting this spring. If LinkedIn commits to funding we could potentially start construction in the spring or summer of 2017.

NEW PHONE NOTICE SYSTEM

We just replaced our very old phone notice system that notifies customers when holds are ready to be picked up or items are overdue. Although most of our customers opt for email messages, quite a few still don't have email accounts and postal messages are slower, so this phone notice system is an important way for the library to communicate with our residents.

PARTNERSHIP WITH SOCIAL SECURITY ADMINISTRATION

The current location of the Mountain View branch of the Social Security Administration closed on February 19th due to lease expiration. It will take a year before SSA opens a new office. In the meantime, the Library is one of two locations (the other is the Senior Center) where a representative of SSA will offer weekly assistance to the public. The weekly visits will start on February 24th from 10 am to 3 pm in the Swallowtail conference room on the first floor. The service will offer limited transactions and will be by appointment only.

MEDIA COVERAGE OF LOCAL LIBRARY COLORING PROGRAMS

Palo Alto Online recently published a story about the new trend in adult coloring, and programs offered at local public libraries. Mountain View Librarian Karin Mente, who developed our program, was quoted:

<http://www.paloaltoonline.com/news/2016/02/10/inside-the-lines>

RECENT PROGRAMS

We had great attendance at our recent program “The Art of Memoir Writing.”



And from our recent “Wimp Out!” program, celebrating the book series Diary of a Wimpy Kid, we had a happy group of 3rd to 5th graders participating in stories, games, and trivia.



UPCOMING PROGRAMS

See the library online calendar for full details. This is just a selection of the programs happening in the next month.

Feb. 24, 7:00pm: **Honey Bees: Learn About Our Local Bees.** Ken McKenzie, current President of the Santa Clara Valley Beekeepers Guild, will present bee biology, beekeeping and challenges bees are facing.

Feb. 29, 7:00pm: **Homebrewing 101.** Learn how to brew your own beer with expert homebrewers.

March 4, 4:00pm. **Silicon Valley Reads: Author Matt Phelan.** We will discuss his award-winning graphic novel, "The Storm in the Barn." Set in 1937 Kansas, the graphic novel blends historical-fiction and fantasy to explore one child's view of the drought and the mysterious things he sees in the dust. (4th grade & up)

March 5, 11:45am: **Bilingual Baby Bounce Play Time.**

March 7, 7:00pm: **Master Food Preservers: Food Preservation 101.** Join the UCCE Master Food Preservers of San Mateo/San Francisco Counties for an introduction to safe home preservation methods such as dehydrating, freezing, canning, pickling, and fermenting.

March 8, 7:00pm: **Silicon Valley Reads: Threat of Rising Waters.** Join Mike Mielke, Senior Vice President, Environment and Energy, Silicon Valley Leadership Group, and John Bourgeois, Executive Director, South Bay Salt Pond Restoration Project, for a presentation on the threat to our economy and our way of life posed by climate change as well as potential solutions supported by both business and environmental leaders across the Bay Area.

March 19, 1:00pm: **Songs and Stories for St. Patrick's Day.** Music, dancing, stories for ages 5 and up.

LIBRARY SERVICES DEPARTMENT
PERFORMANCE MEASURES/WORKLOAD MEASURES

Program	Performance Measure/ Workload Measures	2014-15 Target	2014-15 Actual	2015-16 Target	2015-16 6 Months
Public Services	1. Number of visits to the Library	870,000	678,030 ^(A)	>690,000	314,510
	2. Total circulation	1,710,000	1,563,487 ^(B)	>1,600,000	710,988 ^(C)
	3. Number of items circulated per capita	23	20 ^(B)	>21	9.1 ^(C)
	4. Number of items circulated per registered borrower	16.7	15.5 ^(B)	>16.5	7.3 ^(C)
	5. Questions answered per capita	1.4	1.2 ^(D)	>1.2	0.5 ^(D)
	6. Total attendees at Library programs	55,000	55,872	>56,500	26,373 ^(E)
	7. Total attendees at Children's Library programs	40,000	39,597	>40,000	18,352 ^(E)
	8. Total attendees at Teen Library programs	900	1,486	>900	1,030
	9. Total attendees at Adult Library programs	2,200	8,393 ^(F)	>6,000	3,413
	10. Circulation per FTE (including hourly staff)	41,600	37,839 ^(B)	>39,000	16,969 ^(C)
	11. Percent of circulation that is customer self-check	>92%	97%	>92%	95%
	12. Percent of materials returned at automated returns	>85%	91%	>85%	90%
	13. Turnover rate (total collection)	5.1	4.6 ^(B)	>4.8	2.2
Support Services	14. Average number of calendar days between receipt of new item and availability to check out	<16	7	<15	6.1
	15. New book and media titles cataloged	14,000	34,287 ^(G)	>14,000	6,497
	16. New book and media items processed	26,000	29,062 ^(G)	>26,000	12,088
	17. Number of public computer sessions in the Library	90,000	63,418 ^(H)	>60,000	31,250

LIBRARY SERVICES DEPARTMENT
PERFORMANCE MEASURES/WORKLOAD MEASURES

Program	Performance Measure/ Workload Measures	2014-15 Target	2014-15 Actual	2015-16 Target	2015-16 6 Months
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- (A) The number of visits is about 20.0 percent less than the target. However, the technology used to count activity at the gates changed. Prior testing indicated the new gates were counting about 20.0 percent less so the actual count is about the same.
- (B) Circulation is down about 7.0 percent from the prior fiscal year. There are a number of factors that have affected this: use of physical media continues to decline, some media has been consolidated into sets, and the use of public libraries traditionally declines when the economy is strong. Neighboring Silicon Valley libraries are also reporting a decline in circulation of between 5.0 and 13.0 percent (with the exception of newly opened libraries).
- (C) All of the numbers related to circulation are down, and this is consistent with what our neighboring libraries are reporting. Public library use generally correlates with the economy and when the economy is healthy, people use libraries less.
- (D) The volume of reference questions has declined with more information available on the Internet. However, staff is spending more time on complex and technology-related questions. Neighboring Silicon Valley libraries are also reporting a decline in reference activity of up to 21.0 percent.
- (E) Program attendance is down slightly, partly due to less attendance at summer reading programs. Again, with a strong economy, it's believed more families were out of town this year.
- (F) Program attendance is high due to increased emphasis and staffing resources devoted to adult library programs.
- (G) New books and media titles cataloged is up dramatically due to the acquisition of a large eBook collection, based on limited-period funding.
- (H) More patrons are using their own devices to access the Internet using WiFi in the Library and session times have been increased from 90 minutes to 2 hours. Fiscal Year 2015-16 target updated.



CITY OF MOUNTAIN VIEW

MEMORANDUM

Library Services Department

DATE: February 22, 2016

TO: Library Board of Trustees

FROM: Rosanne Macek, Library Services Director

SUBJECT: **Agenda item 6.2: Pacific Library Partnership and Silicon Valley Library System**

As requested, this report discusses Mountain View Library's participation in the Silicon Valley Library System (SVLS) and Pacific Library Partnership (PLP).

INTRODUCTION

Public libraries in California collaborate to provide services to our residents. With very few exceptions, California residents can visit any public library in the state and obtain a free library card, regardless of what city they live in. The way we do this is through membership in joint library systems throughout the state.

HISTORY

Until 2009, public libraries in Santa Clara County were part of the Silicon Valley Library System. At that time, under the direction of the State Librarian, there was an effort to consolidate the systems throughout California to achieve efficiencies and realize further economies of scale. There were previously fifteen library systems in the state. Under the consolidation plan, ten of the fifteen systems in the state consolidated into three systems with five independent systems remaining. A separate map has been provided showing the location of the different systems.

Pacific Library Partnership (PLP) is a consolidation of four library systems, BALIS (Bay Area Library and Information System), serving Alameda, Contra Costa, and San Francisco Counties; PLS (Peninsula Library System), serving San Mateo County; MOBAC (Monterey Bay Area Cooperative Library System), serving Monterey, Santa

Cruz, and San Benito Counties; and SVLS (Silicon Valley Library System), serving Santa Clara County.

Under a governance model of a Joint Powers Agreement (JPA), PLP is structured with a President, Vice-President and an Executive Committee (of which I am a member). Currently the Executive Committee consists of 8 Library Directors. We meet quarterly to provide policy and budgetary guidance. An annual meeting is held for all members.

Although now officially part of PLP, the Library Directors of SVLS still have meetings twice a year to share information. SVLS libraries consist of Los Gatos, Mountain View, Palo Alto, San Jose, Santa Clara, Santa Clara County Library District, and Sunnyvale. We are currently discussing the idea of a shared catalog.

FUNDING AND SERVICES

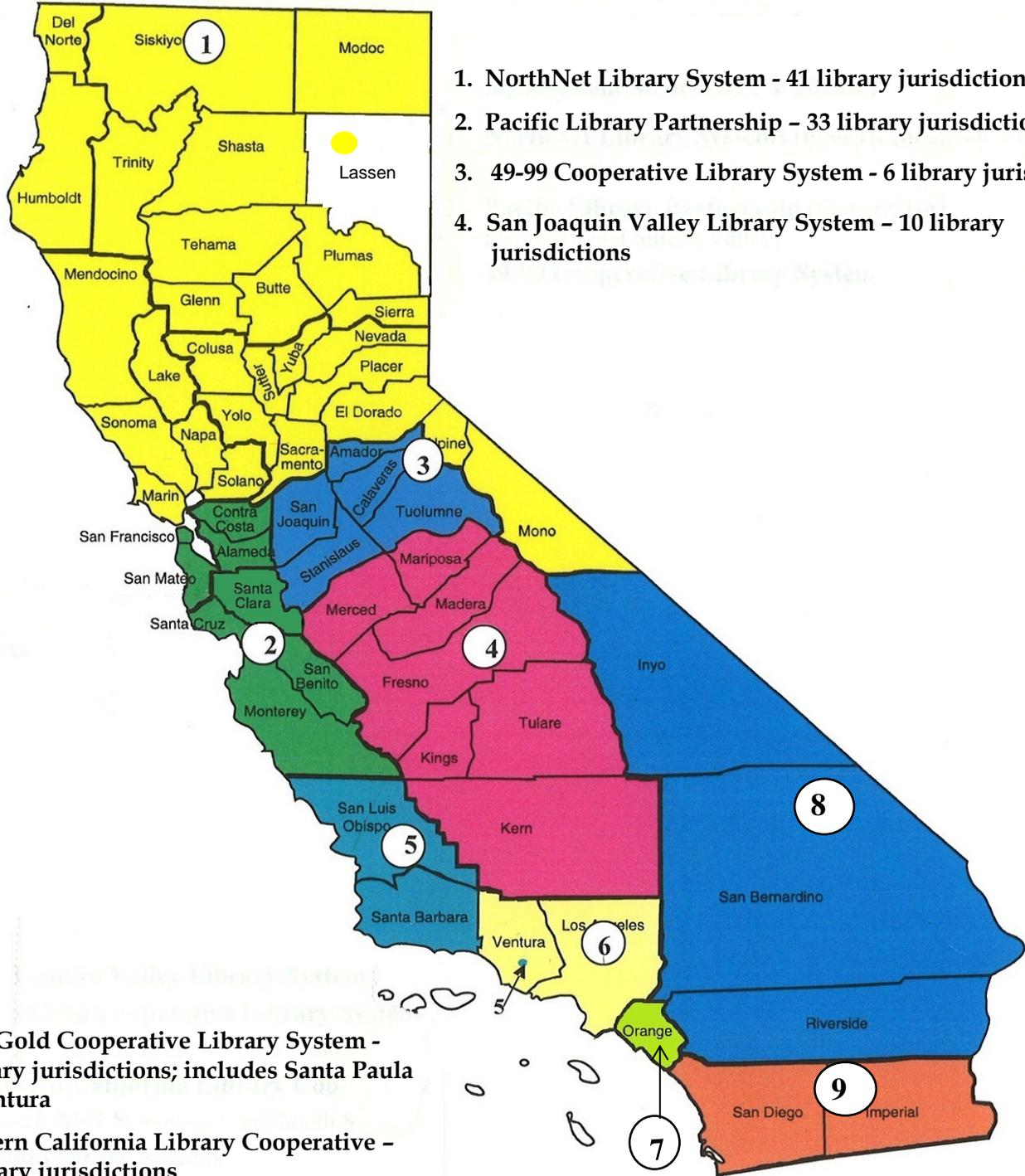
PLP is the vehicle for access to state grants and sharing of resources under the California Library Services Act (CLSA). State law requires system membership as a prerequisite for library lending within a system. System membership is the vehicle by which our residents are allowed to borrow from other public libraries. Without system membership, other libraries can impose a non-resident fee on our residents in order to obtain a library card to borrow materials or use their libraries. An example of this was the \$80 fee charged by the Santa Clara County Library District a few years ago to non-residents. This fee was lifted last year and SCCLD has been reinstated as a member of PLP.

PLP funding is provided by the state via CLSA and by member fees. Services include access to innovation and state grants, materials delivery between libraries, ENKI eBooks, database discounts, and staff training. Mountain View Library has benefited from grant funding for bike programs and virtual author talks. We are also about to gain access to Gale Analytics on Demand, which is a tool to help us analyze data from our library database (Sierra) to get a better understanding of who is and isn't using the library so we can better market our services. Training on this tool will begin in March and I will report more information as I better understand its capabilities.

CONCLUSION

System membership is an important part of public library cooperation in California. It gives our residents the ability to use other public libraries free of charge, and provides valuable services including materials delivery, access to grants, discounts on database subscriptions, and staff training opportunities.

CALIFORNIA LIBRARY SYSTEMS



- 1. NorthNet Library System - 41 library jurisdictions
- 2. Pacific Library Partnership - 33 library jurisdictions
- 3. 49-99 Cooperative Library System - 6 library jurisdictions
- 4. San Joaquin Valley Library System - 10 library jurisdictions

- 5. Black Gold Cooperative Library System - 6 library jurisdictions; includes Santa Paula in Ventura
- 6. Southern California Library Cooperative - 38 library jurisdictions
- 7. Santiago Library System - 10 library jurisdictions
- 8. Inland Library System - 19 library jurisdictions
- 9. Serra Cooperative Library System - 13 library jurisdictions