



BERKELEY
PUBLIC
LIBRARY
ANNUAL
REPORT
2011

2011

at the Berkeley Public Library was a year of innovation and new beginnings. In addition to the carefully selected book, music, and movie titles added to the collection, electronic books for checkout were made available. BookFlix, an early literacy resource that combines books with videos, was added to the library's website. Several projects that made the Library easier to use for visitors and improved operations were finalized, including installing an advanced new self-checkout system, re-organizing the Central Library, and upgrading signage.

Libraries have long served as a link to the literary world, and as the medium expands beyond paper, the Library grows to meet those changes. This year, we added LibGuides, locally grown online research guides, allowing us to better fulfill the need for information, escape, and wonder — feeding our collective creativity, connecting and enhancing lives. 2011 saw a dramatic increase in remote access to our catalog and our extensive range of digital content, while the on-site public-access computers were in constant use. And, as always, we saw a steady stream of patrons attending our introductory computer classes.

The coming year will be an exciting one, with construction beginning on the West and South Branch Libraries, and the much-anticipated reopening of the renovated and expanded North and Claremont Branch Libraries. These updated and state-of-the-art spaces will once again serve as focal points for residents, connecting them not only to the larger world, but also to others in their community.

— Donna Corbeil
Director of Library Services

Statistical Highlights

As one of the community's most beloved institutions, the Berkeley Public Library's popularity is steadily growing. More people are coming through the doors, as well as visiting the "virtual library" at www.berkeleypubliclibrary.org, to find knowledge, free programs for kids and grown-ups, career and small business assistance, and of course free books, movies, music, downloadable audio and eBooks, and many other materials.



**Snow Globe
Craft**

- In 2011, customers made 1,368,549 visits to the Berkeley Public Library — equal to nearly a third of the San Francisco-Oakland metro area population. Across Berkeley, we are seeing our regular users more often and an increase in people using the Library for the first time.
- Nearly 2 million books, recordings, movies, and tools were checked out to 94,718 registered borrowers, an increase of 27% over the last five years.
- The Library saw over 1 million visits to its online branch — roughly 3,000 people every day of the year. More than 200,000 of these visitors made use of the abundant digital resources — eBooks and subscription databases the Library provides free to cardholders, including full-text journal articles, online career research and test practice, and much more.
- Bridging the "Digital Divide" remains a high priority — with 73 workstations dedicated to computing and Internet access, 267,013 computer sessions were logged by Library users.
- Trained volunteer tutors from Berkeley Reads, the Library's adult literacy program, helped over 200 members of the Berkeley community improve their reading and writing skills, and gain access to new worlds through reading.

Branch Improvement Program — Renewing and Revitalizing our Branch Libraries

In fewer than four years since the passage of Measure FF, the four Branch Library designs have been completed, with much participation and involvement from the community. Two projects are in construction — Claremont and North Branch libraries. Both libraries are representative of the rich historical architectural heritage of

Services and Programs

The Library sponsored nearly 1,600 free public events, with a total attendance of 36,525 patrons — the highest per capita program attendance among California libraries in communities this size — with over 1,100 Library events developed specifically for children, designed to build good reading habits and teach adult caregivers the importance of encouraging a love of learning.



- Berkeley's librarians were key collaborators in the **2020 Vision for Berkeley's Children and Youth**, the citywide movement to ensure academic success for all children growing up in Berkeley by closing the academic achievement gap.
- The Library played host to a dazzling array of free cultural events, including more entries in the popular ongoing series of free concerts, featuring the **Berkeley West Edge Opera**, virtuoso roots musicians Eric and Suzy Thompson, and others.
- Local cineastes loved the **Book Into Film** series of film screenings combined with discussions of their literary source material.
- **Teen specialist librarians collaborated with local youth to produce a play written by and starring Berkeley teens**, and reached out to Berkeley's three middle schools and high school, coordinating book clubs, programs for English language learners, and résumé workshops for older teens.
- **Hundreds of jobseekers and business owners received free support in our popular small business seminar series.** Topics included Street Food Savvy, Retail 101, Search Engine Optimization, and Doing Business with Government.
- The Library began its **BranchVan** service to provide access to materials for those affected by branch renovations; while librarians fanned out into the neighborhoods to continue children's storytimes.

Berkeley, and are now poised to serve future generations well. These expanded and renovated Libraries will have the robust infrastructure necessary to meet the challenges of the future. They will be fully accessible, have special places for children and teens, and meet the needs of adults as a place to do research, access the Internet, or enjoy a program. The renovated branches will be warm and welcoming, with comfortable furniture — all of the amenities expected of a well-functioning public place.

Budget Summary

The Library's services and programs are supported from a variety of revenue sources encompassing the Library Services Tax, private and public grants, awards from the CA State Library, fines and fees, and generous monetary gifts and donations received from companies, organizations, trusts, and individuals. The Library Services Tax, a special assessment on local property taxes, is the largest contributor to Library revenues and for FY 2011 increased by 1.7168% consistent with the rise in the San Francisco Bay Area CPI.

Fiscal Year 2011 (July 1, 2010 through June 30, 2011)

Year-end report (Library Tax Fund)

Final total revenues	\$14,482,269
Final total expenditures	\$14,403,344
Ending FY 2011 fund balance	\$1,540,809

Projections: The Board of Library Trustees approved the Library's biennial budget for FY 2012 and FY 2013 in June 2011. The Berkeley City Council approved an increase in the library tax rate for Fiscal Year 2012 consistent with the rise in the San Francisco Bay Area CPI of 2.821%. In response to expectations for continued lackluster economic performance both nationally and in the state, as well as increased infrastructure expenditures and a rise in retirement and healthcare costs, the Library's — like the City's — fiscal year budgets sustained program reductions as an offset to increasing costs. The Library's two-year biennial budget serves as the foundation for the implementation of measures appropriate to the current economic environment and its long-term outlook.

The Measure FF Branch Library Improvement Program began in 2009, following the November 2008 voter approval of general obligation bonds to improve the four branch libraries. Combined proceeds from the two series of bond sales net of expenses and premiums totaled \$25,964,575. Approved expenditures for FY 2012 were set at \$11,249,930 and FY 2011 actual expenditures ended the year at \$2,837,252.



Board of Library Trustees

The five-member board, appointed by the City Council, is charged with management and governance of the Library. The Board meets monthly to formulate major policies and long-range plans for the Library. Members serve four-year terms.

Winston Burton

Abigail Franklin

Darryl Moore, City Councilmember

Julie Holcomb (2011, appointed)

Jim Novosel (2011, appointed)

Susan Kupfer (2011, term end)

Carolyn Henry-Golphin (2011, resigned)

www.berkeleypubliclibrary.org/about_the_library/bolt/bolt.php

Friends of the Library

The Friends of the Library is a non-profit membership organization whose purpose is to expand the educational, cultural, and outreach programs of the Library. This includes funding children's reading events, author talks, and fund other special projects. The Friends have pledged \$150,000 over two years toward the Neighborhood Libraries Campaign undertaken by the Library Foundation, in addition to the ongoing support they provide the library annually.

Diane Davenport, President of the Friends

www.berkeleylibraryfriends.org

Berkeley Public Library Foundation

The mission of the Berkeley Public Library Foundation is "...to support our community's knowledge and learning by enhancing library facilities, programs, and services." The Neighborhood Libraries Campaign is well underway and has now passed the halfway mark towards our goal of \$3.5M as \$1.8M in commitments have been received for the branch improvement projects. The *Four Branches — One Goal* fund raising drive is a community effort dedicated to making a lasting investment in state-of-the-art libraries for everyone in Berkeley. In addition, for ten years running the Foundation has celebrated the Bay Area's vibrant literary community and raised funds for the Library through their annual Authors Dinner.

Elisabeth Watson, President, Board of Directors

Sharon Rudnick, Vice President, Board of Directors

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