



**BERKELEY PUBLIC LIBRARY  
BOARD OF LIBRARY TRUSTEES**

REGULAR MEETING

AGENDA  
7:00 P.M.

JULY 9, 2008

**CLAREMONT BRANCH  
2940 BENVENUE AVENUE**

The Board of Library Trustees may act on any item on this agenda.

**I. PRELIMINARY MATTERS**

- A. Call to Order**
- B. Public Comments (7:00 – 7:30 p.m.)**  
*(Proposed 30-minute time limit, with speakers allowed 3 minutes each)*
- C. Approval of Agenda**

**II. WORKSHOP**

- A. Discussion and Direction on the Berkeley Public Library Strategic Plan Results and Findings** – by Douglas Smith, Deputy Director, and Leslie Nordby, Consultant

**III. CONSENT CALENDAR**

*The Board will consider removal and addition of items to the Consent Calendar prior to voting on the Consent Calendar. All items remaining on the Consent Calendar will be approved in one motion.*

- A. Approve minutes of June 10, 2008 special meeting**  
Recommendation: Approve the minutes of the June 10, 2008 special meeting of the Board of Library Trustees.
- B. Agreement with 3M Library Systems for Maintenance Services on the Express Checkout Systems**  
Recommendation: Adopt the resolution authorizing the Director of Library Services to negotiate and enter into a service agreement, and any amendments, with 3M Library Systems for the provision of maintenance services on the express checkout system for the period of July 10, 2008 through June 30, 2011, in the amount of \$32,000 for a one-year contract, with a maximum for the three-year period of \$96,000.
- C. Agreement with Innovative Interfaces, Inc. for Hardware and Software Maintenance Services**  
Recommendation: Adopt a resolution authorizing the Director of Library Services to enter into an agreement with Innovative Interfaces, Inc. for the provision of hardware and software maintenance services for the Library's circulation system for the period July 1, 2008 through June 30, 2009 in a total amount not to exceed \$90,000.
- D. Agreement with Securitas for Security Services at the Central Library**  
Recommendation: Adopt a resolution authorizing the Director of Library Services to enter into purchase agreement amendment and approve payments to Securitas Security Services USA, Inc. for the provision of security services, begun September 30, 2005, through September 30, 2008 in a total amount not to exceed \$360,000.
- E. FY2009 Purchase Authority for Services, Materials, and Supplies that Exceed the Director of Library Services' Authority**  
Recommendation: Adopt the resolution authorizing the Director of Library Services to enter into purchase agreements and approve payments to the specified vendors for services, materials and supplies that exceed her delegated spending authority of \$50,000.

**F. Berkeley Public Library Foundation Financial Commitment for FY2009 in the Amount of \$50,000**

Recommendation: Adopt the resolution accepting the FY2009 donation from the Berkeley Public Library Foundation in the amount of \$50,000 and the allocation of these funds to be used for capital improvements.

**IV. ACTION CALENDAR**

**A. Berkeley Public Library Branch Facilities Master Plan**

Recommendation: Adopt the resolution adopting the Berkeley Public Library Facilities Master Plan as presented.

**V. PRESENTATIONS**

**A. Update Report on Claremont Branch's programs and activities – by Karen Joseph-Smith, Claremont Branch Manager**

**VI. INFORMATION REPORTS**

- A. Status Update on the Library Bond Measure for the November 2008 General Election Ballot**
- B. Oral Update on the 2008 American Libraries Association (ALA) Annual Conference held in Anaheim, CA from June 26 – July 1, 2008 – Trustees Darryl Moore and Therese Powell**
- C. July 2008 Monthly Report from Library Director Donna Corbeil**
- D. Library events: Flyers and press releases for various Library programs**

**VII. AGENDA BUILDING**

Next regular meeting will be held at 7:00 p.m. on Wednesday, September 10, 2008 at the South Branch Library, 1901 Russell Street, Berkeley.

**A. Tracking Chart**

**VIII. ADJOURNMENT**

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**Please refrain from wearing scented products at public meetings.**

Written materials may be viewed in advance of the meeting at the Central Library Reference Desk (2090 Kittredge Street), or any of the branches, during regular library hours.

To request a meeting agenda in large print, Braille, or on cassette, or to request a sign language interpreter, assistive-listening device or other accommodation for the meeting, please call (510) 981-6195 (voice) or (510) 548-1240 (TDD). Providing at least five (5) working days' notice prior to the meeting will help to ensure availability.

I hereby certify that the agenda for this special meeting of the Board of Library Trustees of the City of Berkeley was posted in the display cases located at 2134 Martin Luther King, Jr. Way and in front of the Central Public Library at 2090 Kittredge Street, as well as on the Berkeley Public Library's website on July 4, 2008.



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Donna Corbeil, Director of Library Services  
Serving as Secretary to the Board of Library Trustees

For further information, please call (510) 981-6195.

# Berkeley Public Library Strategic Plan 2008-2011

*DRAFT*

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## Executive Summary

The Berkeley Public Library (BPL) has knowledgeable staff, excellent collections, robust technology, and services that respond to its communities. The library is a resource of which the residents of Berkeley can be justifiably proud. With this strong foundation, BPL is engaged in a two-part planning process for the future. Through the *Branch Library Master Facilities Plan* it is evaluating the capacity of the four branches and Tool Library to meet the current and future service needs of their communities.

The second part of the planning effort is this *Strategic Plan*, which defines specific strategic goals and initiatives to guide in the allocation of resources for the next three years to deliver priority library services. It builds on the planning work done in 2002-2004 and is based upon broad input from both community members and staff obtained through a series of surveys, focus groups and interviews. Approximately 1,927 residents and staff participated in the planning process.

Six library service responses were identified as priorities for the BPL through the Berkeley Library Survey:

- Early Literacy
- Reading/viewing/listening for pleasure
- Providing a welcoming, safe, comfortable environment
- Lifelong learning-satisfying curiosity
- Reference-getting facts fast
- Public access computers

Based upon these priorities, this plan suggests four library service goals for the next three years, with a total of 11 strategic initiatives, listed below with their related service response(s).

Goal #1: Enhance the delivery of the most popular services and materials

Service responses addressed: Lifelong learning; Reading/viewing/listening for pleasure; Early Literacy

- Initiative 1a Expedite the delivery of popular materials
- Initiative 1b Expand the successful early literacy service

Goal #2: Create welcoming, safe, comfortable library environments

Service responses addressed: Providing a welcoming, safe and comfortable environment; Public access computers

- Initiative 2a Move the *Branch Library Master Facilities Plan* forward
- Initiative 2b Develop plans for a “community branch” environment within Central
- Initiative 2c Coordinate service to teens with the YMCA, Berkeley High School and other community partners
- Initiative 2d: Develop a security plan to provide safer environments in library facilities

Goal #3: Create a broader base of habitual library users

Service responses addressed: All, since this involves engaging new library users

- Initiative 3a Develop a multi-faceted plan for promoting the resources the library has purchased on behalf of Berkeley residents
- Initiative 3b Package and market the library’s resources for targeted audiences

- Initiative 3c Review the library’s web site for patron-friendliness, navigability, and its capacity to support an “online community” for improved communication with Berkeley residents

Goal #4: Expand programming for adults

Service responses addressed: Lifelong learning; Reading/viewing/listening for pleasure

- Initiative 4a Develop and publicize high quality programming for adults
- Initiative 4b Develop the Central Library as a destination point, particularly in conjunction with the downtown “Arts District”

Once adopted by the Board of Library Trustees, the goals and strategic initiatives will be translated by library staff into specific activities with timelines for moving each initiative forward.

## **Introduction and Methodology**

### ***Introduction***

Berkeley Public Library (BPL) has well-trained and experienced staff that are committed to their communities and provide accurate information and quality programs; rich and diverse collections that responds to the needs of a diverse community; a strong, capable and thoughtful administrative and management team eager to continually enhance service; and a robust automation system that is flexible enough to respond to the increasing demands of residents for the delivery of services electronically. It is fiscally responsible.

Building upon this strong foundation, BPL has undertaken a major planning initiative in two parts. A 20-year *Library Facilities Master Plan* feasibility study conducted by the local firm Noll & Tam Architects is focused on the capacity of the branch library facilities to meet current and future library service needs of their communities. This will lead to a *Branch Library Master Facility Plan* (BLMFP).

This *Strategic Plan* complements the facilities planning, focusing upon the delivery of library services to the communities of Berkeley.

### ***Purpose and Use of Strategic Plan***

While the Berkeley Public Library has for many years offered a diverse and effective array of services, it has done so without defined priorities. The purpose of this strategic plan is to define service priorities and initiatives for the next three years to ensure effective use of the library’s resources. At its best, a strategic plan is a collaborative effort among the staff, Board of Trustees (Trustees), and community members, is completed over a short period of time, and provides a blueprint for meaningful change.

In January 2008, the Trustees contracted with a library consultant to work with staff on the creation of a new strategic plan, using the vocabulary for service responses described in the 2007 Public Library Association’s *Strategic Planning for Result* to prioritize services most useful to Berkeley residents.

### **Prior Planning Efforts**

Between 2002 and 2004, the BPL engaged in a strategic planning process coordinated by an outside consultant and library staff. Sixty community members were invited to discuss the future of Berkeley over the next five years and develop a vision and desired outcomes for the city's future. The collective vision/outcomes were taken then to regional groups roughly corresponding to the service areas of the Central Library and the four branches for further discussion. From these community discussions, the library developed a statement of priority needs and major goals. Of the 13 stated priority needs, several expressed shared values that are part of the culture of Berkeley, must be in the background of all planning efforts, but may not relate directly to library service. They include:

- Concern with issues that affect the quality of life of Berkeley residents such as the preservation of green spaces and active respect for the environment
- Interest in cooperating with the University of California and other institutions in resolving regional issues such as parking, transportation, air pollution
- Support of local businesses
- Desire to maintain the diversity in the City through such efforts as providing affordable housing and living wage opportunities

Others of the priority needs were incorporated into the five goals:

- Provide high-quality customer service with well-trained staff and sufficient resources.
- Ensure that all library facilities are attractive, clean, safe, secure, and functioning.
- Enhance library collections and programs to serve Berkeley residents of all ages and to meet the needs of our diverse, multicultural community.
- Increase access to all forms of information.
- Increase outreach to the community to maximize use of library resources and to determine unmet needs. Create partnerships to use resources more efficiently and to better serve the Berkeley community.

From these goals, staff developed a plan of action that included 174 distinct service objectives and/or activities. Although this plan was not officially adopted, over 70% of the service objectives have been fulfilled or partially completed.

This strategic plan builds upon the work of the 2002-2004 planning efforts, and provides a way to demonstrate to taxpayers, stakeholders, and the Board of Library Trustees the library's goals and initiatives that respond to the needs of Berkeley residents.

## ***Methodology***

To identify strategic initiatives for the next three years, it was important to gather as much community and staff input as possible. The primary tool was the Berkeley Library Survey (BLS), described below. Additional resources informed the goals and initiatives:

1. Berkeley demographics and community characteristics
2. Berkeley Public Library use statistics
3. Information gleaned from the *Data Summary for the Southwest Berkeley Needs Assessment* conducted by Hatchuel Tabernik & Associates (HTA) that included a survey of 327 persons who live or work in southwest Berkeley
4. A customer satisfaction survey conducted in 2007 that included 262 respondents
5. A study conducted by library consultant Nancy Crabbe in January 2008 on collection development, with emphasis upon the selection and ordering of library materials

6. Research in partnership with Market Research faculty and students at the University of California, Berkeley (UC Berkeley), who conducted focus groups and interviews with 60 teens ages 13 to 18 about library service preferences
7. Information from the *Branch Library Master Facilities Plan*, including 300 surveys filled out as neighborhood libraries and community meetings was conducted at each branch to discuss options for renovations and to receive additional comments
8. Insights and recommendations from BPL staff. To ensure staff participation, the strategic planning process was overseen by a Strategic Plan Steering Committee composed of seven staff members and chaired by the BPL Deputy Director. This group reviewed the prior planning work from 2002-2004, organized and attended community meetings, helped construct the survey instrument, and encouraged participation in the staff focus groups. Much of the input from the staff focus groups has been incorporated into the strategic initiatives below. Six focus groups were conducted with staff, with a total of 38 participating from Administration, Children's and Teen Services, Central Adult Services and Circulation Services, Technology and IT, Literacy, Volunteers and Outreach, and Branches.

With these resources, at least 45 staff members and up to 1,927 community members provided input into the planning process: 48 in community meetings, 930 through the library survey, 300 BLFMP surveys, 327 with the HTA survey of southwest Berkeley, 262 through the 2007 customer satisfaction survey and 60 through the work with teens by UC Berkeley students. The actual number may be somewhat smaller, since there is likely to be some overlap or duplication in the various surveys. None the less, this is a strong representation of Berkeley residents and library staff.

## **Data Analysis and Input from Community and Staff**

### ***Berkeley Library Survey***

By far the largest number of community members participated in this planning process through the Berkeley Library Survey (BLS). Between March 22 and May 5, 2008, a total of 930 valid responses were received. This is an outstanding response. The survey included four basic segments:

- Demographic questions: zip code, age group, age of minor children
- Questions related to current use of the Berkeley Public Library: frequency, materials, activities, programs, computers; and reasons for not using the library or not using it more frequently
- General questions: need for materials in languages other than English, access to computers and the Internet
- Questions to determine what the priority service responses of the BPL should be and interest in programs for adults.

The survey was made available in paper format and through an online survey utility, SurveyMonkey. A concerted effort was made to reach as many Berkeley residents as possible. Paper surveys were distributed in all the branch libraries, at all service desks at the Central Library, at all BPL programs, at the downtown YMCA, at Berkeley Rent Stabilization Board offices, at Strawberry Creek Lodge senior residences, at three Head Start sites (10<sup>th</sup> Street, Oceanview and Centro Vida), at the Bahia after school program, and at the Berkeley READS literacy program tutor trainings. A total of 625 paper surveys were collected.

The online survey was accessible from the library’s web site. In addition, an introduction to the survey and a direct link to the survey were distributed electronically through the Berkeley Unified School District e-trees for 13 schools, the e-tree for incoming freshmen at Berkeley High School, the web sites of the Berkeley Rent Stabilization Board and the Central Berkeley Neighborhood Association Yahoo Group and the e-mail lists of Council members Darryl Moore, Gordon Wozniak, Kris Worthington, Linda Maio, Laurie Campbell and Max Anderson. There were 305 online responses.

**Berkeley Population vis-à-vis Survey Respondents**

The survey reached a representative sampling of Berkeley residents. The age distribution of the respondents does not match exactly the age distribution of the population of Berkeley, yet there were enough in each age range to make some valid assumptions about service priorities.

Age Grouping / Number Respondents	Survey Respondents	Population American Community Survey 2006	Population Census 2000
0-14 (70)	7.84%	9.23%	11.8%
15-19 (57)	5.88%	12.08%	7.80%
20-44 (298)	30.72%	44.32%	47.10%
45-64 (398)	41.13%	23.95%	22.30%
65+ (140)	14.43%	10.42%	10.30%

**Geographic Distribution of Respondents**

There is significant representation from each geographic area of the city, enough to provide insight into service priorities. Charts below show the distribution of respondents by area of the city and by library used.

Survey Respondents by Area			
Area	Zip Codes*	Percentage of Berkeley Population	Percentage of Survey Respondents
Central	94703, 94704, 94709	46.48	37.9
Southeast	94704, 94705	30.61	16.1
Northeast	94707, 94708	20.57	22.4
West	94702, 94710	21.63	32.6

\*Southeast and Central share census tract 94704; population and respondents are counted in both areas

Survey question # 9 asked “which libraries have you used in the past year?” The 870 responses are significant because they further demonstrate representation from users of all five of the Berkeley service delivery points: Berkeley Central, North Branch, West Branch, Claremont Branch, and South Branch. It is apparent from the percentages that many use more than one Berkeley library.

Use of Berkeley Libraries-Percentage of Respondents	
Berkeley Central	83.1
North Branch	50.1
South Branch	25.4
Claremont Branch	26.1
West Branch	30.2

**Survey Limitations**

The survey is most useful in determining the use and priorities of adults. While the survey was made available throughout the community, most of the respondents were adults. The interests of

children were represented, to some extent, by adults who are parents or guardians, although only 33.4% reported having children under the age of 19 living at home. Library use statistics are more useful in evaluating children’s services and are included below.

The small number of teen survey responses is supplemented by data from focus groups conducted by UC Berkeley Market Research students described below.

Despite the effort to bring the survey into the community to reach non-users, results are heavily biased toward current library users. Over 97% of BLS respondents reported having used the library during the last year and 88.1% of respondents use the library at least monthly. As a result, the survey provides excellent information about current library users and little about those not currently using the library. Users did, however, provide insights into why they do not use the library more frequently.

Survey respondents were not asked directly if they used the library’s computers; as result the importance of public access computers in the library may be under-emphasized. However, survey respondents were asked if they use the library’s computers (about a third do), whether they use the library’s web page (26.3% of the 666 who responded do), and over 28% indicated that computer training is a program that would be of use to them or their families. Staff report that the library computers both at branches and Central are almost continually in use, that there is always a wait in making a walk-in reservation, and that the computers are in high demand. The number of patron computer “sessions” within the libraries during the previous 12 months was a formidable 77,530; this does not include use of online public access catalog terminals or accessing the library’s web page from outside the library.

It is safe to assume that public access computers are a valuable library resource and one that should continue to be emphasized. This is confirmed by the response to the survey question asking respondents to rank priority services; over 83% ranked public access computers as a number 1 or 2 priority.

**Survey Results**

The survey instrument is included in Appendix 1. A full summary of the BLS results is provided in Appendix 2. It includes demographic information about respondents, which libraries they use and how often, why they do not use the library more frequently, their access to and use of computers at the library and elsewhere, their need for materials in international languages, and additional comments.

Other data – which materials and services are used, which service responses should be emphasized in Berkeley libraries, and which programs would be of interest to respondents or their families – are summarized below.

**Use of the Library**

BLS respondents of all ages currently use the library most for its collections (67.9% borrowing materials and 45.6% who pick up materials sent from other libraries), followed by the use of the library as a place to sit and read (42%), explore personal interests (39%) and use the library’s web page and computers (26.3%). These priority services were generally the same regardless of age, geographic location of respondent or which libraries were used.

<b>Summary of Use of the Library-All Ages</b>	
<b>Activities</b>	<b>Percentage of Respondents</b>

Borrow Library Materials	67.9
Pick Up Books from Another Library	45.6
Sit and Read	42.0
Explore a personal interest	39.0
Use library's web page	26.3
Special Events	24.2
Find Information about Community	21.9
Reference Assistance	20.7
View an Exhibit	18.5
Tax Forms	17.7
Do Homework	17.7
Visit FOL Store	17.3
Use Wireless Connectivity	16.7
Meet Friends	11.7
Tutoring	6.3
Literacy Assistance	3.6

**Most Popular Materials**

Use of Materials by Adults								
	#1	#2	#3	#4	#5	#6	#7	#8
20-24 (39)	Fiction	DVDs	Non-fiction	Music CDs	Reference books	Best sellers / New books	Magazines	Homework-related materials Books on CD

The current use of adult materials is quite consistent among adult age groups, areas of the city and library facilities. Fiction and non-fiction are the top two choices for all except the 20-24 age group. Three top choices – Fiction, Non-fiction, and DVDs – are in the top four of all age groups. Best-sellers & New Books and Reference are in the top 6 in all but one age group.

25-34 (84)	Non-fiction	Fiction	Reference books	DVDs	Best sellers / New books	Music CDs	Jobs/Career	Magazines
35-44 (175)	Fiction	Non-fiction	DVDs	Music CDs	Books for preschool children	Children's recreational reading		Books on CD
						Reference books		
45-64 (398) Baby Boomers	Non-fiction	Fiction	Best sellers / New books	DVDs	Reference books	Music CDs	Books on CD	Magazines
65+ (140)	Fiction	Non-fiction	Best sellers / New books	DVDs	Reference books	Magazines	Music CDs	Books on CD

The information on use of materials by children and teens is limited, but emphasizes recreational reading.

Use of Materials-Children and Teens				
	#1	#2	#3	#4
0-14	Children's recreational reading	Homework-related materials	Children's av	Preschool books
15-19	Teen recreational materials	Teen magazines	Teen av	

### Library Service Responses to be Emphasized in Berkeley Libraries

Survey respondents were asked to rate each of 18 possible service responses from "1" (most important services to be emphasized) to "4" (least important). The service responses are those used in the Public Library Associations *Strategic Planning for Results*, used by many libraries throughout the United States to help describe a variety of possible library services and roles. A description of each service response is included in Appendix 3.

Whether using only the "1" responses or combining the "1" and "2" responses, the ranking of service responses is nearly the same.

Priority Service Responses-Percentages-All Ages		
	Percent Rating "1" or "2"	Percent Rating "1"
Early literacy	87.5	71.4
Reading/viewing/listening for pleasure	87.4	72.1
Provide a welcoming, safe, comfortable environment	86.2	71.0
Lifelong learning-satisfying curiosity	85.9	66.3
Reference-getting facts fast	85.2	61.0
Public access computers	83.5	62.5
Teen and adult literacy	82.3	61.8
Information literacy-finding, evaluating and using information	80.8	57.1
Community resources, services and activities	80.2	45.6
Homework help/support of formal education	74.3	43.5
Local, national and world affairs to develop informed citizens	73.7	44.7
New immigrants	70.6	34.8
Life Issues (finance, health, retirement, etc.)	65.6	30.9

Promoting awareness of different cultures	73.8	39.7
Jobs & career development	63.3	31.9
Genealogy and local history	59.2	23.9
Support for businesses and non-profits	52.6	18.9
Create print/video/audio or visual products	41.2	18.2

Of the six top ranking service responses for all ages, all but one age grouping has the six among its top eight selections. Comfortable environment, reading/viewing/listening for pleasure, early literacy and lifelong learning are consistently high-ranking, with computes and reference slightly behind. There are additional differences by age for the 6<sup>th</sup> through 8<sup>th</sup> rankings.

There is some consistency between the current use of materials and services and what respondents suggested as priority service responses for the Berkeley Public Library. “Reading/viewing/listening for pleasure” and “lifelong learning” are represented by the popular fiction, non-fiction, DVD and music CD collections and by the activity of borrowing materials and exploring personal interests. The emphasis on providing a “welcoming, safe, comfortable” environment correlated directly with the use of the library to “sit and read”.

As represented by the survey respondents, however, there are some disconnects between the way people use the library and what they think the library should provide.

One of the two highest priorities for emphasis is early literacy. This involves picture book and board book collections, media kits and story times for toddlers and preschoolers. Neither the collection nor the programming for preschoolers was ranked as a service used by a large percentage of the survey respondents, although almost 90% considered “early literacy” either #1 or #2 in library service response priority. This can be attributed to the fact that only about 34% of the respondents reported that they had children less than 19 years of age living at home. It does point out that even community members without children expect the library to support early literacy.

“Teen and adult literacy” and “information literacy” are not services used heavily by respondents, although they ranked these services as #7 and #8 in priority services. These are services thought by many to be important for the library to provide, even though they may not use them.

**Programs of Interest to Respondents and/or Their Families**

Program	Percentage of Respondents
Cultural programs (art, music)	59.3
Programs on life issues	37.0
Programs on hobbies or special interests	36.8
Adult book discussion	35.4
Programs highlighting different cultures	34.6
History programs	33.2
Entertainment programs	28.9
Literary programs	28.5
Civic programs	28.5
Computer training	28.5
Volunteer opportunities	27.6
Summer Reading Program for children	26.6

BLS #11 on asked programs of interest

College preparation/financing	21.4
Programs for families	21.2
Children's book-related programs	20.5
Preschool story times	17.7
Teen reading program	16.9
Toddler story times	14.9
Teen recreational programs	12.7
Teen book discussion	11.8
Children's book discussion	10.0
Library-sponsored blogs	9.7

question page 2 which would be to

respondents or their families if provided by the Berkeley Library.

By far, the greatest enthusiasm was evident for cultural programs, which include art, music and literary programs. This is consistent with the educational attainment of community members and the interest of Berkeley residents in the arts. A variety of other programs – life issues, hobbies or special interests, book discussions, different cultures and history – were of interest to one-third or more of the respondents.

The type of programming varied considerably according to age grouping, although cultural programs were consistently the favorite choice for teens and adults. Adult programming is and will continue to be a popular service.

**Interest in Programming by Area and Library Used**

	#1	#2	#3	#4	#5	#6	#7	#8
<b>All Respondents</b>	Cultural	Life issues	Hobbies	Book discussion	Cultures	History	Entertainment	Literary
<b>Area</b>								
Central	Cultural	Cultures	Book discussion		Life issues	Volunteer	Civic	Literary
			Hobbies					
Northeast	Cultural	Hobbies	Culture	Life issues	Book discussion	History	Volunteer	Children's summer reading
								Literary
								Civic
Southeast	Cultural	Life issues	Book discussion	Hobbies	Civic	Cultures	Volunteer	Entertainment
								College prep
								Literary
West	Cultural	History	Life issues		Cultures	Computer training	Book discussion	Civic
			Hobbies					
<b>Library Used</b>								
Berkeley Central	Cultural	Hobbies	Book discussion	Life issues	Cultures	History	Literary	Civic
North Branch	Cultural	Life issues	Book discussion		Cultures	History	Literary	Children's summer reading
			Hobbies					
South Branch	Cultural	Book discussion	Cultures	Hobbies	Life issues	History	Civic	Computer training
Claremont Branch	Cultural	Book discussion	Hobbies	Life issues	Cultures	Civic	History	Volunteer
West Branch	Cultural	Hobbies			Book discussion	History	Literary	
		Cultures					Civic	

## Demographics

Demographics can be an indicator of services needed in a community, which then can be verified through direct contact with residents. The following summary of Berkeley demographic information, primarily from the 2000 Census, compares the Berkeley data to that of California as a whole, and anticipates services consistent with the demographics.

### Population and Age Distribution

Comparing the population figures from the 1990 and 2000 census data and the 2006 American Community Survey, it is apparent that the population of Berkeley is declining slightly. While there are significant numbers of residents in all age groups, the population of residents 18 years old or younger is lower (14.1%) than for the state (27.3%); the population of adults is high. Services to children and teens will always be important to their growth as students, lifelong learners and citizens, but the services to adults may need to be enhanced as the population ages. The interest in expanding programming for adults is confirmed by the BLS.

### Social Characteristics

The population is diverse, with a higher percentage of Asians (16.4% compared to 10.9%) and Black or African Americans (13.6% compared to 6.7%) than the state as a whole, and a lower but growing percentage of residents with Latino or Hispanic origin (9.7% compared to 32.4%). The Asians are predominantly Chinese, with smaller populations of Japanese, Korean, Asian Indian and Filipino residents.

Over 27% of Berkeley residents speak a language other than English at home, and 7.6% are linguistically isolated. While this is lower than that for the state, it still represents a large number

of residents and argues for a multilingual collection, English language learning materials and literacy services, and the need to reach out to different segments of the community to publicize the library and its resources. The need for materials in international languages was confirmed in the BLS; over 43% of survey respondents indicated they would use materials in languages other than English.

#### Economic Characteristics

There is diversity in the economic condition of Berkeley residents. While the per capita income for Berkeley was higher than for the state (\$30,477 compared to \$22,711), and the preliminary unemployment data for April 2008 indicates 5.0% unemployment for Berkeley, compared to 6.1% for the state (State of California, Employment Development Department, Labor Force Data), the median household income was lower (\$44,485 compared to \$47,493) and the persons living below the poverty level was higher (20.0% compared to 14.2%). The resources provided in the library will have to meet the disparate needs of residents from those with limited incomes to those who are relatively affluent.

#### Educational Attainment

Berkeley residents are highly educated, in part attributable to the presence of the University of California. More than 92% of those over 25 are high school graduates, over 64% have a bachelor's degree or higher, and over 34% have a graduate or professional degree. This compares to 76.8%, 26.6% and 9.5% respectively for California. At the same time, there are adults who have significant reading limitations that impact their daily life. The book and other resources of the library will need to respond to the broad interests of an educated patronage, as well as those with limited reading skills.

### ***Library Use Statistics***

Of particular import are the statistics regarding the use of the library by children, since the BLS does not represent many children or their parents. Throughout the library system, the circulation of children's materials in all formats was 31.3% of the total circulation and 25.6% of renewals during the last fiscal year, although children ages 0-14 represent only 11.8% of the city's population as recorded in the 2000 Census. During the same year, BPL provided 442 preschool age and 731 school age programs with total attendance of 14,738 and 17,046 respectively. The Summer Reading Program drew a total of 1,541 children. Clearly the children's materials and programs are well-established and well-used. Many survey respondents commented favorably on the quality of children's services.

For adults, the circulation statistics affirm the survey's results that books are still the materials most desired by Berkeley residents, comprising approximately 31% of the system's circulation, and followed by DVDs at 16.3% and music CDs at 8.6%. These popularity of video and audio collections is reflected in that they respectively comprise only 7% and 10.5% of the BPL collections. Despite constraints of the branch facilities, the system provided 232 adult programs, with a total attendance of 3,651.

### ***Southwest Berkeley Needs Assessment***

In the fall of 2007, the Berkeley Public Library commissioned Hatchuel Tabernik & Associates (HTA) to gather information on unmet library needs of southwest Berkeley residents and to provide multiple recommendations for meeting these needs. Surveys targeted an area bounded east-west by Sacramento Street and the Bay, and north-south by Dwight Way and the Oakland/Emeryville border. A total of 150 phone surveys, 55 online surveys and 122 face-to-face

and paper surveys were conducted, for a total of 327 participants. The surveys asked respondents about their knowledge of, use of, and interest in a variety of library services within the library, through the library’s website, and through proposed services outside the library. The survey results were interesting in several ways.

1. Like the BLS, this survey is most useful in analyzing current users; over 85% of survey respondents have used the library in the last year, and 40% are frequent users (use the library at least once a week).
2. Only 11% of respondents reported that they did not use the library because it is too far away.
3. The results of the survey targeting residents in southwest Berkeley reinforce the importance of the collection identified through the BLS, with 80% and 60% of respondents using print and audiovisual materials respectively.
4. Overall non-library users were less aware of library services available than users, and more likely to be interested in online services.
5. The reasons cited for non-use are similar to those cited in the city-wide survey. Rather than considering the southwest Berkeley area as underserved, since many use the West and/or the South Branch, it may be more accurate to say that residents of this area do not use the library as much as they might, and to focus on outreach to this community as described in Goal #3 below.

Reasons for Not Using the Berkeley Public Library-Percent of Respondents		
Reason	Southwest Berkeley	City-wide
Access to Internet at home or work; use Internet to get information	62	42.6
Too busy	48	44.2
Buy own books/movies/music	35	32.6
Library doesn't have movies/music I like	24	13.7
Doesn't have books/periodicals I like	22	
Parking	23	17.9 (no transportation or parking)
Others cited by at least 20%		
Other (unspecified)	23	
Hours		23.2

### ***Customer Satisfaction Survey***

The results of this 2007 survey are also consistent with those of the BLS. The materials most used were books (96.4%) and DVDs (62.2%), with Music CDs following (43.0%). Almost 75% of the respondents were either satisfied or very satisfied with their experience at the library. Even more useful were the 157 comments, a sampling of which follows to provide insight into what is valued and desired in library services.

#### General

- I love our library
- I'd like earlier morning hours; longer hours
- Please do something about the afternoon noise level
- Self check machines work only about half the time

#### Staffing

- The reference staff always manages to help me find what I need
- Very good staffing; helpful and polite
- Desk staff often unresponsive to problems with self check

#### Collections

- DVD holds and turn around take weeks at Central; it takes a long time to check items back into the system
- I wish you could get more serious books on tape; I would love more new videos and DVDs

Services

- I love the Berkeley Information Network
- Accessing the interlibrary loan online is confusing
- I use Link+ and the online catalog regularly
- Thank God for WiFi Internet
- The child and family oriented activities at North Branch are wonderful

**Collection Development Study**

In January 2008 library consultant Nancy Crabbe conducted a review of BPL’s collection development processes and made recommendations for developing the collection of Berkeley libraries to make them even more responsive to community needs than they are now. These included utilizing more of the capacity of the Innovative Interface, Inc. Millennium automation system to generate statistical data on the turnover rate of materials, using the Link+ request data to identify parts of the collection that should be enhanced, streamlining the ordering process, and developing a comprehensive selection policy that includes both selection and de-acquisition.

**Market Research on Teen Library Needs**

Students from UC Berkeley’s Marketing Research classes assisted library staff in reaching teens to identify their use of and preferences for library services. They used a combination of in-depth interviews at the Vera Casey Center (2), and focus groups (3, with a total of 6 participants) at the Central Library and the YMCA. In addition, 52 in-person questionnaires were filled out in a neutral area away from the library, which resulted in reaching non-users (17.3%), as well as monthly users (23.2%) and weekly users (59.6%) of the library. The information of most value to this strategic plan is the ranking teens gave to library services through the questionnaire, and comments about improving service. The ranking of top five services corresponded directly with teen use of the library. These are all included in the priority service responses identified by the BLS.

Library Service Importance as Ranked by Teen Questionnaire Respondents
Internet
Books
Place to study
DVDs
Music CDs

Comments by teens on what library or services they would be interested include: they would like to see in the

- A new and more comfortable teen area at Central, where they can feel free to talk
- Availability of food-a small café
- More friendly staff
- Homework help (50% likely to use this), SAT preparation (60%), place to eat (52%), teen room (42%)

While 91% of those who use libraries use BPL, 74% use the Berkeley High School Library; there is overlap and the need to coordinate library services with Berkeley High School as well as the YMCA, which is building a new downtown Teen Center.

## ***Master Facilities Plan***

In 1996 a Berkeley Branch Libraries Feasibility Study was conducted by Stockwell Allen & Ripley, Architects and Planners to examine the long term needs of Berkeley branch facilities and propose alternative designs and budgets to meet these needs. The same firm did a similar study for the Central Library in 1995. Through a combination of a \$30 million bond and Foundation fundraising, the Central Library was restored and expanded.

Berkeley Public Library is undertaking a new planning initiative in the development of a *Branch Library Master Facility Plan*. The local firm of Noll & Tam Architects has completed an evaluation of the four branch libraries and the Tool Library, assessing their structural, mechanical, electrical, and ADA compliance to current codes. The architectural significance of historic elements of each structure was assessed and the constraints on the delivery of library service identified. The firm has presented to the Board of library Trustees options for rehabilitating, renovating, and/or expanding the facilities to meet the needs of Berkeley residents for the next 20 years.

The City is considering a bond measure to meet the costs of upgrading Claremont Branch, built in 1924 and expanded in 1975; North Branch built in 1936 and updated in the early 1970's; South Branch built in 1961 and expanded with a meeting room in 1974; Tool Library in a trailer with storage originally opened in 1979; and West Branch built in 1923 and remodeled in 1974.

The current constraints of each of the branches affect service delivery. Almost all of the service constraints at branches are a function of the age, design and/or size of the branch libraries. The facilities are small (5,040 to 7,300 square feet) and heavily used. There is not enough seating or room for computers; the noise from the very active children's rooms flows over into other areas, so that there is no quiet place to read or study; there are no teen areas; meeting rooms are small and/or used for other purposes as well, which reduces the ability to provide community programming. Improving service at branches requires work to be done on the branch facilities.

## ***Staff Recommendations***

Focus groups conducted with staff members from a variety of library departments and job classifications resulted in valuable information about the strengths of current services, challenges faced in delivering excellent service and recommendations to better serve the Berkeley community. Of particular interest to the strategic plan were the following issues:

- Collections: length of time to get materials back on shelves; need for more instruction on downloading e-books
- Programming: partnerships in providing programs; informing residents in a timely manner about library-sponsored programs
- Technology: complexity of library's web page; location of computers for staff supervision and to protect patrons from accidental viewing of websites being used by others; tension and behavioral problems around computer reservations and use; not enough computers for teens at Central; need for improved search tools (word rather than key word, for example); links from full-text databases to catalog; tracking "in process" holds
- Services: marketing needed to reach non-users; need coordination of teen programs; many patrons of all ages do not know how to use the library; all staff need to be welcoming at all agencies
- Facilities: Central needs need more wayfinding aids

- Outreach: needs to be coordinated system-wide

## Strategic Initiatives for 2008-2011

The initiatives proposed for the next three years are designed to strengthen the priority services identified by community members and staff and to increase the value of the library to the entire Berkeley community by marketing its resources both to current users and to those who may not yet know how the library can enrich their lives. They are all consistent with the City's mission:

*Our mission is to provide quality service to our diverse community; promote an accessible, safe, healthy, environmentally sound and culturally rich city; initiate innovative solutions; embrace respectful demographic participation; respond quickly and effectively to neighborhood and commercial concerns, and to do in a fiscally sound manner.*

The initiatives are also consistent with the library's mission statement adopted by the Board of Library Trustees:

*The Berkeley Public Library supports the individual's right to know by providing free access to information. The Central Library and four neighborhood Branch Libraries are committed to developing collections, resources, and services that meet the cultural, informational, recreational, and educational needs of Berkeley's diverse, multi-cultural community.*

- *The Library supports independent learning, personal growth, and the individual's need for information.*
- *Helpful and expert staff welcome the opportunity to provide quality library services and programs.*
- *Berkeley Public Library -- an institution shaped by Berkeley's traditions, characteristics, and environment -- belongs to the entire community.*

They include and complement the Board of Library Trustees' adopted budget priorities included in the budget for fiscal year 2009:

- *Complete the two studies (services and facilities), including community engagement, and integrate into an action plan.*
- *Research ways to maximize the effectiveness of providing public hours at all the Branches and the Tool Library.*
- *Continue to identify and explore the needs of underserved communities in Berkeley for library services and pursue opportunities for extending library service beyond the Library's physical facilities.*
- *Address the needs of the Branches for repairs and capital improvements, pursuing creative alternatives for financing.*

### **Priority Services**

There are at least two ways to identify the library services considered priorities by Berkeley residents: current usage and what community members say should be emphasized.

Borrowing materials is the highest use of the library. Over 96% of the respondents to the Customer Satisfaction Survey, almost 68% of those responding to the BLS, 80% of the participants in the survey in southwest Berkeley and over 67% of teens involved in focus groups use the library for its materials.

According to the BLS, recreational reading was the primary use of materials for children and teens. The materials most used for adults were non-fiction (72%), fiction (70.2%), best-sellers and new books (54.7%), and DVDs (53.7%), followed by reference books, and music CDs. This is consistent with the circulation figures for the last fiscal year.

The BLS identified priority service responses for the Berkeley Public Library. The six most highly ranked were:

- Early Literacy
- Reading/viewing/listening for pleasure
- Providing a welcoming, safe, comfortable environment
- Lifelong learning-satisfying curiosity
- Reference-getting facts fast
- Public access computers

These priorities have been integrated into four service goals and eleven strategic initiatives for the next three years. They are described below.

## **Goal #1 Expedite the delivery of the most popular services and materials**

### **Strategic Initiative #1a: Expedite the delivery and check out of popular materials**

Service responses addressed: *Reading/viewing/listening for pleasure; Lifelong learning*

The library's collections are extremely important to Berkeley residents. Fiction and non-fiction books for adults, best-sellers and new books, DVDs and music CDs are in high demand. Children's collections circulate well beyond the level expected given the population of children. Elements of this initiative include:

- Evaluating internal acquisitions and processing systems for efficiency
- Evaluating systems for transporting materials between libraries and getting materials back on the shelf quickly and in good shape for use by patrons
- Improving reliability of check out machines
- Identifying and utilizing circulation, inter-library loan (Link+), and the library's integrated library system (ILS) to capture demographic and usage data to help determine what collections are most useful to Berkeley residents
- Developing a collection development policy that is responsive to public demand
- Studying the use patterns of the libraries to determine service hours of greatest use to patrons

### **Strategic Initiative #1b: Expand the successful early literacy service**

Service response addressed: *Early literacy*

The early literacy program targeting preschoolers and toddlers is well-established, well-used by parents, care-givers and teachers, and effective in encouraging a love of reading. The next phase is to encourage parents to recognize the importance of recreational reading among early elementary students who have mastered the mechanics of reading, in order to reinforce a lifelong enjoyment of reading.

## **Goal #2 Create welcoming, safe, comfortable library environments**

(All of the strategic initiatives below address the service response of *providing a welcoming, safe and comfortable environment*. Additional service responses are included under each initiative. )

### **Strategic Initiative #2a: Move the *Branch Library Master Facilities Plan* forward to its next step, to provide space needed at branches for enhancing service**

Additional service response addressed: *Public access computers*

According to the BLS, one of the top three service responses to be emphasized in the BPL is providing a welcoming, safe, comfortable library environment. An assessment of the branch facilities has been completed and the facility and service deficiencies of the four branches and the Tool Library have been identified, along with recommendations for renovation and/or expansion that will create more functional and comfortable environments in each. The City Council is considering a placing a bond on the ballot in November to finance the improvements.

The service constraints and inability to respond to the desire for more books, audiovisual materials, computers and programs is almost entirely a function of limited space in the branches. Little can be done to improve the comfort, increase collections or access to computers, or improve venues for library programming because of space constraints of the existing facilities. The cost of the proposed program to improve all four branches and the Tool Library is estimated to be between \$18.9 and \$26 million. The buildings would be brought up to code, meet seismic and accessibility standards, provide environmentally sustainable “green” operations, and expanded to include adequate space for library programs and community meetings.

### **Strategic Initiative #2b: Develop plans for enhancing a “community branch” environment within Central**

Additional service response addressed: Public access computers

The Central Library has several functions. It is the administrative headquarters and houses the human resources, accounting, technical services and IT units that serve the entire system. It holds the largest collection of materials, including specialized reference resources, and reference specialists. It has the library’s Computer Lab and the largest Community Room. It also houses one of the Friends of the Library bookstores.

The downtown Berkeley population is increasing with the current or planned construction of a number of residential units. Many people also work in the downtown area. The Central Library serves as the community library for these persons. The library will begin a space planning project at the Central Library to make the first three floors of the Central Library’s Kittredge Street building easier to navigate and more user-friendly. Elements of this project include:

- Providing a welcoming environment at the entrance and throughout the building
- Arranging computers for easy access and supervision
- Providing improved signage to help guide patrons to desired materials and services
- Providing the Reference Dept. space conducive to effective delivery of the highly-valued reference and readers’ advisory service

### **Strategic Initiative #2c: Coordinate service to teens with the YMCA, Berkeley High School and other community partners**

Additional service responses addressed: *Lifelong learning; Reading/viewing/listening for pleasure*

Teens identified some of their library service preferences: a space of their own in the Central Library that allows for conversations, computers, food, homework assistance, and programs. While it is important to provide a teen-friendly space at Central for teens, it is also important to work with other service providers to determine what the library should provide in the way of services before that space is designed. The YMCA is building a large Teen Center for program-oriented services in the downtown area. The Berkeley High School Library serves all public school teens in the city. The City's Recreation & Parks Department, Berkeley Youth Alternatives and Vera Casey Center all have programs for teens. Will the library provide a structured space for study, space for programmed activities, be a drop-in center? Specific elements of this initiative include:

- Taking a leadership role in bringing service providers together to explore coordination of service delivery to teens
- Determining the library's role in serving teens
- Planning a teen space at Central consistent with this role

**Strategic Initiative #2d:            Develop a safety and security plan to provide safer environments in library facilities**

Berkeley libraries exist in an urban environment. A concern voiced by a number of BLS respondents, teens, and staff is the number of library users who "act up" and cause a volatile environment, particularly at the Central Library. This is a deterrent to its use by some citizens, including unsupervised upper elementary students and teens, whose parents are concerned for their safety. The elements of this initiative include:

- Training of staff in handling disruptions within the library
- Evaluating the deployment and effectiveness of security staff
- Utilizing technologies that enhance safety
- Partnering with other city departments and non-profits to develop a plan for working with the marginalized and service-resistant

**Goal #3            Create a broader base of habitual library users**

From the Customer Satisfaction Survey of 2007 and general comments from community members associated with all surveys and community meetings, it is apparent that library service is valued by the many Berkeley residents who use the library on a regular basis. Over 88% of the BLS respondents use the library monthly and over 27% weekly. Over 85% of the southwest Berkeley survey respondents have used a library in the past year, and 40% frequently. The level of satisfaction is high, almost 75%.

There are, however, other community members who are not in the habit of using the library. They are not utilizing the resources purchased on their behalf by the library. The southwest Berkeley survey indicates that both library users and non-users are not fully aware of what the library has to offer, and that once made aware of the library's resources, many showed increased interest.

Reaching non-users involves responding to the reasons they do not use the library. The top four reasons stated by southwest Berkeley residents and echoed by respondents to the BLS are that they have access to a computer at home or work, they are too busy, they buy their own

books/movies/music, and they use the Internet to get information. Both cited, in smaller numbers, lack of parking, that the library does not have what they want, inconvenient service hours, limited accessibility and distance from the library.

The library's resources must be publicized for easy use by busy residents, be explained in such a way that their relevance becomes apparent, and be integrated with their use of the Internet.

**Strategic Initiative #3a:            Develop a multi-faceted plan for promoting the resources the library has purchased on behalf of Berkeley residents**

Service responses addressed: *All*-this encourages non-users to use the library's resources

Elements of this initiative include:

- Saturating the City with information about the library
- Developing consistent venues for publicizing the library's programs in a timely manner so that community members become accustomed to looking for library news in these venues
- Using technology to reach those who get their information using the Internet
- Identifying and cultivating **strategic** partnerships to deliver library services beyond the walls of the library
- Evaluating, prioritizing and coordinating all outreach activities top leverage outreach

**Strategic Initiative #3b:            Package and market the library's resources for targeted audiences**

Service responses addressed: *All*

Elements of this initiative include:

- Identifying library resources that, if known, could be useful to groups within the community
- Determining the needs of targeted groups within the community and the appropriate method of delivering information about useful resources and services
- Taking a leadership role in providing residents with information needed to implement city-wide initiatives
- Using southwest Berkeley residents as the first targeted audiences, using data collected in the HTA study

**Strategic Initiative #3c:            Review the library's web site for patron-friendliness, navigability, and its capacity to support an "online community" for enhanced communication with Berkeley residents**

Service responses addressed: *Welcoming, safe, comfortable environment; Reading/viewing/listening for pleasure; Reference; Lifelong learning; Public access computers*

The library's environment includes its online presence as well as its buildings. The e-library must also be welcoming and easy to use. The library must meet potential patrons in the environments in which they are comfortable. Elements of this initiative include:

- Providing easy access to the library's resources for those with limited time
- Providing sophisticated resources for computer-savvy Internet users

- Using “push technology” to reach potential users
- Developing the mechanism for an “online community” to facilitate communication with Berkeley residents

## **Goal #4      Expand programming for adults**

The adult population of Berkeley is largely well-educated and interested in their community and the world. There was considerable support for providing programs for adults reported in the BLS. The programs that were ranked highest by respondents for themselves and/or their families include:

- Cultural programs (art, music, literary)
- Programs on life issues
- Programs on hobbies or special interests
- Adult book discussion
- Programs highlighting various cultures
- History programs

The California State Library has recognized the importance of re-defining library service to adults, particularly of the ‘baby boomer’ generation and is encouraging the development of innovative adult services to adults who are active well into their retirement years.

**Strategic Initiative #4a:**            Develop and publicize high quality programs for adults  
Service responses addressed: Lifelong learning; Reading/viewing/listening for pleasure

Elements of this initiative include:

- Defining the library’s niche and purpose for providing adult programs in Berkeley
- Focusing and coordinating all library programming consistent with this purpose
- Identification of strategic partnerships to co-sponsor and publicize programs
- Using the “baby boomer” generation as a pilot group for programming, taking advantage of state funding available

**Strategic Initiative #4b:**            Develop the Central Library as a destination point, particularly in  
conjunction with the Downtown Berkeley Arts District  
Service responses addressed: *Lifelong learning; Reading/viewing/listening for pleasure*

Elements of this initiative include:

- Coordinating with other agencies serving the downtown area
- Working with the Magnes Museum scheduled to open in 2010
- Providing an environment at Central that is welcoming and easy to use

**Berkeley Public Library  
Board of Library Trustees**

Special Meeting  
June 10, 2008

MINUTES  
5:00 p.m.

Central Library Meeting Room  
2090 Kittredge Street, 3<sup>rd</sup> Floor

<b>PRELIMINARY MATTERS</b>
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**A. Call to Order**

The special meeting of June 10, 2008 was called to order at 5:08 p.m.

**Present:** Trustees Carolyn Henry-Golphin, Susan Kupfer, Ying Lee, and Therese Powell

**Absent:** Trustee Darryl Moore (*arrived at 5:34 p.m.*)

**Also present:** Donna Corbeil, Director of Library Services; Douglas Smith, Deputy Director of Library Services; Alisa Furuzawa, Administrative Secretary; Tara Rivera, North Branch Supervisor; and Debbie Carton, Teen Librarian

**B. Public Comments**

1. Reed Schmidt, representing the Berkeley Public Library Foundation, informed the Board that the Foundation is working on their budget and is considering making a donation for capital projects. A major donor has also contacted the Foundation to fund lighting improvements at the North Branch; a formal letter will be forthcoming.

**C. Approval of Agenda**

Trustee Powell requested that the Consent and Information Calendars be heard prior to the Action Calendar.

- R08-52 Moved by Trustee Lee, seconded by Trustee Kupfer, to approve the amended agenda.** Motion passed unanimously.

<b>CONSENT CALENDAR</b>
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Trustee Kupfer expressed her appreciation of the retiring library staff members and wanted to formally thank them for their hard work over the years.

- R08-53 Moved by Trustee Lee, seconded by Trustee Kupfer, to approve the Consent Calendar as presented.** Motion passed unanimously.
- R08-54 Approved the minutes of the May 14, 2008 regular meeting of the Board of Library Trustees.**
- R08-55 Approved the minutes of the May 20, 2008 special meeting of the Board of Library Trustees.**
- R08-56 Adopted the resolution increasing the Director of Library Services' expenditure authority to approve service contracts up to \$50,000.**
- R08-57 Adopted the resolution accepting the FY2009 grant award from the Friends of the Berkeley Public Library in the amount of \$84,259.**
- R08-58 Adopted the resolution authorizing two after-hours events be held at the Central Library on June 22 and 28, 2008.**
- R08-59 Adopted the resolution recognizing retiring Berkeley Public Library staff.**
- R08-60 Adopted the resolution recognizing Rory Root for his contributions to the Berkeley Public Library and the Berkeley community.**

- R08-61** Adopted the resolution requesting that the Berkeley City Council send a letter of support for Senator Simitian's Library Bond Bill SB 1516, which would support library construction throughout the state of California if passed by the voters in 2010.

<b>INFORMATION REPORTS</b>
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- A. Report from the library employees and unions, discussion of staff issues
- B. Branch Libraries Master Facilities Plan Update

A revised cost estimate summary and a schedule were distributed to the Board and public. The cost estimates are based on the schedule, which takes into consideration future changes in the market. The proposed schedule allows planning for the North and South branches to begin at the same time and, once construction begins on North and South, the process for the West and Claremont branches would begin. Ms. Corbeil and Suzanne Olawski, Neighborhood Services Manager, are working with Noll & Tam Architects to finalize these documents for inclusion in the final Master Facilities Plan.

The presented schedule and summary are conceptual ideas and may be revised as future needs or issues dictate.

- C. Library Strategic Plan Update Report
- D. Informational Update on the Library's Privacy Policy
- E. Berkeley Public Library Administrative Regulations

The City Attorney's office advised library staff on the remaining Administrative Regulations (ARs) that have not yet been adopted by the library. Some of the ARs do not require adoption by the library since the library is included in the overall City policy and would be required to follow these procedures. The library has been in the process of modifying applicable City ARs and adopting the revised versions as library policy. As the remaining ARs are modified they will be brought to the Board for approval.

It was requested that the language in *AR 2.10: Outside Employment* be reviewed since there were concerns raised over the wording when it was previously brought before the Board.

- F. "Green Libraries" San Francisco Public Library / Library Journal Seminar
- G. June 2008 Monthly Report from Library Director Donna Corbeil

**Trustee Moore arrived to the meeting at 5:34 p.m.**

<b>ACTION CALENDAR</b>
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- A. Possible Library Bond Measure Status

Two caveats were added to the resolution: 1) a request that a low-income exemption be included in the measure and 2) a request that annual reports to the City Council be required to monitor the spending of the bond money.

The Board's recommended bond amount to be put forward to the City Council was discussed and the Board decided to give the Council a range instead of a single dollar amount, which will give the Council flexibility when making their decision. The lesser figure would allow the library to address seismic, structural and ADA needs, but not address the overcrowding. The larger amount would increase the square footage of the branch libraries, which would increase public and staff space.

The Board decided not to recommend a figure below the \$18.9M since it would mean at least one of the branches might be removed from consideration.

The resolution was amended as follows:

- The seventh "WHEREAS" clause was moved up to be the second clause and "*the current*" was removed from the wording.
- Added to the end of the resolution:  
BE IT FURTHER RESOLVED that the Board of Library Trustees respects the community's interest in accountability and requests that ballot language be included to require an annual report be submitted to the Berkeley City Council on progress made.

BE IT FURTHER RESOLVED that the Board of Library Trustees respects the economic conditions in which we live and requests a low-income exemption be included in the ballot language.

**R08-62 Moved by Trustee Kupfer, seconded by Trustee Golphin, to request the Berkeley City Council place on the November 2008 general election ballot a library improvement bond measure that, if passed, would provide between \$18.9-26 million to finance seismic and disabled access improvements and expand program areas at four neighborhood branch libraries. The Board of Library Trustees respects the community's interest in accountability and requests that ballot language be included to require an annual report be submitted to the Berkeley. The Board also respects the economic conditions in which we live and requests a low-income exemption be included in the ballot language. Motion passed unanimously.**

Agenda Building was discussed prior to the presentation.

#### AGENDA BUILDING

- **July 9, 2008 Regular Meeting** (This meeting will be held at the Claremont Branch)
  - Strategic Plan workshop
  - Information item on public comment during individual items on the agenda

#### PRESENTATIONS

A. 2008 Quilt Show and Reception

The 27<sup>th</sup> annual Quilt Show was held at the North Branch from May 2 – 28, 2008. The show started in the late 1970s when dozens of quilts were hung to celebrate National Library Week. The last Quilt Show was held in 2005 and has been brought back after popular demand. This year's show honored quilter Dorothy Vance who passed away recently. Quilts were gathered from quilters of all ages and were accepted on a first come, first served basis and only one work per exhibitor, although several of Ms. Vance's quilts were showcased. Ms. Rivera and Ms. Carton gave a power point presentation that highlighted the displayed quilts and open house.

All of the many staff and volunteers who worked on this year's show were recognized and thanked.

#### ADJOURNMENT

**R08-63 Moved by Trustee Kupfer, seconded by Trustee Lee, to adjourn the regular meeting at 6:32 p.m. and move into Closed Session. Motion passed unanimously.**

#### CLOSED SESSION

A. Public Employee Discipline (Pursuant to Government Code §54957)

**R08-64 Moved by Trustee Lee, seconded by Trustee Kupfer, to uphold the Director of Library Services' recommendation to suspend subject Library Aide for thirty (30) hours. Motion passed unanimously.**

**The Board of Library Trustees adjourned from the Closed Session at 6:43 p.m.**



## BERKELEY PUBLIC LIBRARY

### CONSENT CALENDAR

July 9, 2008

**TO:** Board of Library Trustees

**FROM:** Donna Corbeil, Director of Library Services

**SUBJECT:** AGREEMENT WITH 3M LIBRARY SYSTEMS FOR MAINTENANCE SERVICES ON THE EXPRESS CHECKOUT SYSTEMS

### RECOMMENDATION

Adopt the resolution authorizing the Director of Library Services to negotiate and enter into a service agreement, and any amendments, with 3M Library Systems for the provision of maintenance services on the express checkout system for the period of July 10, 2008 through June 30, 2011, in the amount of \$32,000 for a one-year contract, with a maximum for the three-year period of \$96,000.

### FISCAL IMPACT OF RECOMMENDATION

The cost of the contract is in the FY09 Proposed Budget presented to the Board of Library Trustees on May 14, 2008.

### CURRENT SITUATION

As reported in the November 14, 2007 Director's Report, 3M Library Systems (3M) and Checkpoint developed a strategic sales and marketing alliance whereby 3M will distribute Checkpoint products to libraries globally. As part of this agreement, effective January 1, 2008, 3M has become the exclusive worldwide reseller and service provider for Checkpoint's line of library security and productivity products, including RFID self-checkout equipment.

The 3M service agreement provides for telephone consultations for all service needs; trained service representatives will respond and provide onsite service of equipment and staff training when needed; where feasible, equipment will be upgraded and modernized at no additional charge; and ports checked for wear and replaced without charge on an exchange basis. A 3M representative will engage in regular conference calls with Library staff for ongoing monitoring of the Library's satisfaction with system performance and to ensure service needs are being met. 3M has submitted a quote for maintenance services, with pricing reflecting the number and types of hardware and software components of the express checkout system.

Because 3M is the sole vendor authorized to provide maintenance service on Checkpoint equipment, it is recommended that we enter into a three-year contract at this time. The cost of a one-year contract is \$32,000, with a maximum for the three-year period of \$96,000.



## BACKGROUND

3M is the sole source for providing maintenance services on this express checkout system including both hardware and software. The Berkeley Public Library relies on this vendor to provide service for both the software and hardware purchased for the express checkout system used at all branches. This includes the RFID programmers, readers, gates and inventory wands.

## ALTERNATE ACTION CONSIDERED

The alternative to entering into the maintenance contract on this basis is to continue to pay for repair service as needed at an hourly rate, if this option is available. This option would not include replacement of a major component or an entire piece of equipment, should it fail. A maintenance contract ensures that all upgrades (including software upgrades) and replacement of equipment are covered for a flat annual fee.

## FUTURE ACTION

No future action is anticipated at this time.

Attachments:

1. Resolution

RESOLUTION NO.: 08-\_\_

**AUTHORIZE DIRECTOR OF LIBRARY SERVICES TO NEGOTIATE AND ENTER INTO A SERVICE CONTRACT AND ANY AMENDMENTS WITH 3M LIBRARY SYSTEMS, INC. FOR THE PROVISION OF MAINTENANCE SERVICES ON THE EXPRESS CHECKOUT SYSTEM FOR THE PERIOD OF JULY 10, 2008 THROUGH JUNE 30, 2011, IN AN AMOUNT NOT TO EXCEED \$96,000**

WHEREAS, 3M Library Systems and Checkpoint developed a strategic sales and marketing alliance whereby 3M will distribute Checkpoint products to libraries globally; and

WHEREAS, 3M Library Systems is the sole source for providing maintenance services on the express checkout system for both hardware and software; and

WHEREAS, the Berkeley Public Library relies on this service for the express checkout system that is used at all branches.

NOW THEREFORE, BE IT RESOLVED by the Board of Library Trustees of the City of Berkeley to authorize the Director of Library Services to negotiate and enter into a service agreement, and any amendments, with 3M Library Systems for the provision of maintenance services on the express checkout system for the period of July 10, 2008 through June 30, 2011, in an amount not to exceed \$96,000.



## BERKELEY PUBLIC LIBRARY

### CONSENT CALENDAR

July 9, 2008

**TO:** Board of Library Trustees

**FROM:** Dennis Dang, Administrative Services Manager

**SUBJECT:** AGREEMENT WITH INNOVATIVE INTERFACES, INC. FOR HARDWARE AND SOFTWARE MAINTENANCE SERVICES

### RECOMMENDATION

Adopt a resolution authorizing the Director of Library Services to enter into an agreement with Innovative Interfaces, Inc. for the provision of hardware and software maintenance services for the Library's circulation system for the period of July 1, 2008 through June 30, 2009 in a total amount not to exceed \$90,000.

### FISCAL IMPACT OF RECOMMENDATION

The total cost of the contract, \$90,000, is included in the FY09 Budget.

### BACKGROUND

Innovative Interfaces, Inc. (III) is the sole source provider for maintenance services on the Millennium circulation software. A new agreement must be signed each fiscal year. The Berkeley Public Library uses INNOPAC as its online public catalog, as well as the circulation, acquisition, serial and cataloging modules that support patrons' access to the Library's collections. The Library also utilizes the INN-Reach (LINK+) module to expand access to collections beyond those owned by the Berkeley Public Library.

### CURRENT SITUATION

The current agreement between III and the Berkeley Public Library began on July 1, 2007 and expires on June 30, 2008. Failure to maintain a maintenance agreement on the automated circulation system could result in operational difficulties and have a negative impact on patrons utilizing Library services.

### ALTERNATIVE ACTIONS

Millennium is proprietary software that can only be maintained by Innovative Interfaces, Inc. No other vendor can provide the expertise and detailed support available from this vendor.

### FUTURE ACTION

No future action is necessary.

Attachments:

1. Resolution

RESOLUTION NO.: R08-\_\_

**AUTHORIZE DIRECTOR OF LIBRARY SERVICES TO ENTER INTO AN AGREEMENT WITH INNOVATIVE INTERFACES, INC. FOR THE PROVISION OF HARDWARE AND SOFTWARE MAINTENANCE SERVICES FOR THE LIBRARY'S CIRCULATION SYSTEM FOR THE PERIOD JULY 1, 2008 THROUGH JUNE 30, 2009 IN A TOTAL AMOUNT NOT TO EXCEED \$90,000**

WHEREAS, Innovative Interfaces, Inc. is the sole source provider for maintenance services on the Millennium circulation software; and

WHEREAS, each fiscal year the Berkeley Public Library enters into a new agreement with Innovative Interfaces for maintenance services; and

WHEREAS, failure to enter into a new agreement each year will result in the termination of support for the hardware and software supporting the Library's circulation system; and

WHEREAS, the cost of the annual maintenance agreement is provided for in the FY2009 Budget.

NOW THEREFORE, BE IT RESOLVED by the Board of Library Trustees of the City of Berkeley to authorize Director of Library Services to enter into an agreement with Innovative Interfaces, Inc. for the provision of hardware and software maintenance services for the library's circulation system for the period July 1, 2008 through June 30, 2009 in a total amount not to exceed \$90,000.



## BERKELEY PUBLIC LIBRARY

### CONSENT CALENDAR

July 9, 2008

**TO:** Board of Library Trustees

**FROM:** Dennis Dang, Administrative Services Manager

**SUBJECT:** PURCHASE AUTHORITY INCREASE FOR SECURITAS SECURITY SERVICES USA, INC.

#### RECOMMENDATION

Adopt a resolution authorizing the Director of Library Services to enter into purchase agreement amendment and approve payments to Securitas Security Services USA, Inc. for the provision of security services, begun September 30, 2005, through September 30, 2008 in a total amount not to exceed \$360,000.

#### FISCAL IMPACT OF RECOMMENDATION

The total cost of the current 3-year contract is \$300,000 and, at projected spend rates, is estimated to conclude on September 30, 2008 at \$360,000.

#### BACKGROUND

The Berkeley Public Library contracts with an outside vendor to provide security services at the Central Library facility during public operating hours and at all branch locations for special events.

#### CURRENT SITUATION

The current agreement with Securitas Security, originally valued at \$300,000, began on September 30, 2005 and is set to expire on September 30, 2008. In part due to two billing rate increases based on the San Francisco Bay Area Consumer Price Index -- the first on October 23, 2006 and a second increase on December 19, 2007 -- the projected contract valuation at expiration is expected to be \$360,000. For service effective October 1, 2008, an RFP is under development and expected to be issued shortly to major San Francisco Bay Area private security service providers.

#### ALTERNATIVE ACTIONS

Private security services would end immediately.

#### FUTURE ACTION

No future action is necessary.

Attachments:

1. Resolution

RESOLUTION NO.: R08-\_\_

**AUTHORIZE DIRECTOR OF LIBRARY SERVICES TO EXECUTE CONTRACT AMENDMENT AND APPROVE PAYMENTS WITH SECURITAS SECURITY SERVICES USA, INC. FOR THE PROVISION OF SECURITY SERVICES THROUGH SEPTEMBER 30, 2008 IN A TOTAL AMOUNT NOT TO EXCEED \$360,000**

WHEREAS, the Berkeley Public Library currently contracts with a vendor to provide security services for the Central Library during public operating hours and at all branch locations for special events; and,

WHEREAS, the current 3-year contract with Securitas Security Services USA, Inc. is valued at \$300,000 and expires on September 30, 2008.

NOW THEREFORE, BE IT RESOLVED by the Board of Library Trustees of the City of Berkeley to authorize the Director of Library Services to execute a contract amendment and approve payments with Securitas Security Services USA, Inc. for the provision of security services through September 30, 2008 in a total amount not to exceed \$360,000.



## **BERKELEY PUBLIC LIBRARY**

### **CONSENT CALENDAR**

July 9, 2008

TO: Board of Library Trustees

FROM: Dennis Dang, Administrative Services Manager

SUBJECT: FY09 Purchase Authority for Services, Materials, and Supplies in Excess of Director of Library Services' Granted Authority

#### **RECOMMENDATION**

Adopt the resolution authorizing the Director of Library Services to enter into purchase agreements and approve payments to the specified vendors for services, materials, and supplies that exceed her delegated spending authority of \$50,000.

#### **FISCAL IMPACT**

The total cost of the expenditures for these vendors is projected at \$1,440,000 for FY09 and is included in the adopted fiscal year budget. No additional appropriation is necessary.

#### **BACKGROUND**

By authorization of the Board of Library Trustees on June 10, 2008, the Director of Library Services may currently enter into purchase agreements for services, materials, and supplies up to \$50,000. On May 14, 2008, the Board adopted the FY09 Budget, which included funds for services, materials, and supplies.

#### **CURRENT SITUATION**

Commencing July 1, 2008, the Library will begin processing purchase requisitions for services, materials, and supplies to support Library operations. Using FYTD-08 expenditure levels as a guide, purchases with several vendors are expected to exceed the purchasing authority delegated to the Director of Library Services by the Board of Library Trustees. Under current rules, the Library Director must receive Board approval for any purchase in excess of the authorized spending limit for any vendor once that vendor's cumulative fiscal year purchases exceed the authorized spending limit.

#### **ALTERNATIVE ACTIONS**

The alternative considered is to enter into initial purchase agreements not to exceed the Director's authority and return to the Board per purchase once cumulative purchases exceed the granted authority. It is the Administrative Services Manager's recommendation that the Library Director be granted increased spending authority for selected vendors – per Attachment A – during FY09. This request is consistent with purchasing best practices.

#### **FUTURE ACTION**

No future action is necessary.

Attachments:

1. Resolution  
Attachment A – FY09 Authorization for Purchase of Materials and Supplies

RESOLUTION NO.: R08-\_\_

**AUTHORIZING THE DIRECTOR OF LIBRARY SERVICES TO EXECUTE FISCAL YEAR 2009 PURCHASE AGREEMENTS AND PAYMENT APPROVALS TO SPECIFICED VENDORS, PER ATTACHMENT A, FOR SERVICES, MATERIALS, AND SUPPLIES IN EXCESS OF HER DELEGATED SPENDING AUTHORITY**

WHEREAS, the Board of Library Trustees of the City of Berkeley adopted an annual budget for Fiscal Year 2009 that included expenditures for services, materials and supplies; and

WHEREAS, the Board of Library Trustees adopted Resolution R08-56 authorizing the Director of Library Services to enter into purchase orders for materials and services up to \$50,000, and

WHEREAS, the Berkeley Public Library purchases services, materials and supplies in accordance with the adopted budge and utilizing purchasing best practices.

NOW THEREFORE, BE IT RESOLVED that the Board of Library Trustees of the City of Berkeley authorizes the Director of Library Services to execute Fiscal Year 2009 purchase agreements and payment approvals to vendors, per Attachment A, for services, materials, and supplies in excess of her delegated spending authority.



## BERKELEY PUBLIC LIBRARY

### CONSENT CALENDAR

July 9, 2008

**TO:** Board of Library Trustees  
**FROM:** Donna Corbeil, Director of Library Services  
**SUBJECT:** BERKELEY PUBLIC LIBRARY FOUNDATION FINANCIAL COMMITMENT FOR FY 2009 IN THE AMOUNT OF \$50,000

#### RECOMMENDATION

Adopt a resolution accepting the FY 2009 donation from the Berkeley Public Library Foundation in the amount of \$50,000 with the allocation of these funds to be used for capital improvements.

#### FISCAL IMPACT OF RECOMMENDATION

The donation from the Foundation, once approved, will be added to the Gift Fund, with a designation to use the monies for capital improvements. The Berkeley Public Library Foundation has committed \$50,000 to pay for capital improvements, specifically improvements to the lighting at the North Branch Library. In FY 2008 the Foundation gave an additional \$3,000 above their annual commitment to fund hiring a consultant, Alice Prussin, to develop a cost estimate for lighting improvements to the North Branch lobby.

#### CURRENT SITUATION

Staff has developed a contract with the lighting consultant and efforts are underway to develop plans and cost estimates for the lighting project. As reported in the Director's June 2008 report, a local resident interested in making a substantial donation to improve the entry lobby / entrance area of the North Berkeley Branch Library approached the Library Foundation. As a result, the Foundation has given the Library the seed funds (\$3,000) to hire a consultant to evaluate the possibility of re-creating the historic chandelier that originally graced the lobby area. The firm Alice Prussin Lighting Design will complete the Design Development Phase, which will document the existing lighting and assess current lighting levels. She will propose a lighting design for the area, prepare lighting design plans and fixture specifications; preliminary sketches of special lighting details, including modified or special fixtures; and a cost estimate for the lighting fixture itself.

#### ALTERNATIVE ACTIONS

No alternative actions are proposed at this time.

#### FUTURE ACTION

The Library will process the donation and allocate funds for capital improvements.

Attachments:

1. Resolution
2. Letter of commitment from Berkeley Public Library Foundation

**RESOLUTION NO.: R08-\_\_**

**APPROVE INCREASE TO APPROVED FY 2009 BUDGET, WITH GREAT APPRECIATION TO THE BERKELEY PUBLIC LIBRARY FOUNDATION FOR THE DONATION OF \$50,000,**

WHEREAS, on May 14, 2008, the Board of Library Trustees adopted the budget for FY 2009; and

WHEREAS, the Berkeley Public Library Foundation has notified the Library that it will be donating \$50,000 towards capital improvements in FY 2009.

NOW, THEREFORE, BE IT RESOLVED by the Board of Library Trustees of the City of Berkeley to accept with great appreciation the donation from the Berkeley Public Library Foundation in the amount of \$50,000 and the allocation of these funds to be used for capital improvements.



## BERKELEY PUBLIC LIBRARY

### ACTION CALENDAR

July 9, 2008

**TO:** Board of Library Trustees  
**FROM:** Donna Corbeil, Director of Library Services  
**SUBJECT:** BERKELEY PUBLIC LIBRARY BRANCH FACILITIES MASTER PLAN

#### RECOMMENDATION

Approve the final Branch Library Facilities Master Plan report developed by the consultant Noll and Tam Architects in collaboration with Library staff.

#### FISCAL IMPACT

There is no direct fiscal impact from this report.

#### BACKGROUND

##### *Master Facilities Plan*

As part of the FY2008 planning process the Board of Library Trustees approved the allocation of funds to conduct a branch facilities study. At the August 1, 2007 Board meeting, the Director discussed the initiation of efforts to move forward on this item. A Request for Proposals (RFP) for a Berkeley Public Library Master Facilities Plan was released, interviews conducted, and a firm selected. Award of the contract and notice to proceed occurred at the October 2007 Board meeting and resulted in the completion of contract negotiations.

The Branch Library Facilities Master Plan (LFMP) project is a physical evaluation of the four Berkeley Public Library branches and the Tool Library to assess their feasibility to serve the community, both now and into the future. The scope of the project included two areas:

##### I. Facility Condition Assessment

Assess the physical ability of the branch libraries to serve the needs of the community. This was to include examining the potential of existing facilities to meet future facility use needs by assessing, for each: seismic, structural, accessibility, HVAC, plumbing, electrical, life safety, hazardous materials, telecommunication and historical features.

##### II. Improvement and Expansion Possibilities

Examine the potential of existing facilities to meet future facility use needs. Considerations in this analysis include the feasibility of expanding or renovating the site, staff and public space needs, and the overall ability of the space to support the service needs of the Library.



### III. Develop Cost Models

For developed scenarios estimate total costs for individual projects whether square footage is increased or not, to include expansion/renovations and/or renovation only. The estimated costs include California Environmental Quality Act (CEQA) compliance, construction (including soft costs), and furnishings and equipment (FF&E). The final report accurately reflects estimates based on relevant codes, the local construction market, and trends in library construction and planning.

## CURRENT SITUATION AND ITS EFFECTS

Library staff and the architects on the project have made regular reports to the Board, including the February 13, 2008 BOLT Workshop on the Library Master Plan Feasibility Study. Relevant information, including reports to Council on this topic, is available in the branches and on the Library's website for public review.

The goal of the project was to develop pertinent facility information and knowledge that will provide the vitality of library services in Berkeley's neighborhoods; assist the Board of Library Trustees in strategic decision-making regarding facility expenditures; and set a course for the future. The plan is a significant asset in long-range planning, providing technical information regarding the neighborhood libraries that updates previous assessments and makes recommendations for immediate and long-term action to address deficiencies. Discussions arising from the assessments, community meetings, and the draft report resulted in Board discussions of a possible library bond and a recommendation to the Berkeley City Council that a \$26 million Library bond measure be placed on the November 2008 general election ballot.

## FUTURE ACTION

Following Board approval of the report staff will make the document available in print, electronically, on the Library website, and in abbreviated summary form for distribution to the public.

Attachments:

1. Resolution
2. Berkeley Public Library Branch Facilities Master Plan – Final (To be delivered)

R08-\_\_

**BERKELEY PUBLIC LIBRARY BRANCH FACILITIES MASTER PLAN**

WHEREAS, as part of the FY2008 planning process the Board of Library Trustees approved the allocation of funds to conduct a branch facilities study; and

WHEREAS, Noll and Tam Architects was awarded the contract to complete a Berkeley Public Library Branch Facilities Master Plan in October 2007; and

WHEREAS, Library staff and Noll and Tam Architects have worked diligently to develop the Berkeley Public Library Branch Facilities Master Plan, which will be a significant asset in long-range planning by providing technical information regarding the neighborhood libraries.

NOW, THEREFORE, BE IT RESOLVED by the Board of Library Trustees of the City of Berkeley to approve the final Branch Library Facilities Master Plan report developed by the consultant Noll and Tam Architects in collaboration with Library staff.



## BERKELEY PUBLIC LIBRARY

### PRESENTATIONS

July 9, 2008

**TO:** Board of Library Trustees  
**FROM:** Karen Joseph-Smith, Claremont Branch Supervising Librarian  
**SUBJECT:** UPDATE ON CLAREMONT BRANCH PROGRAMS AND ACTIVITIES

### CIRCULATION AND PATRON COUNT

Claremont Branch has the largest branch collection and is the second highest branch in circulation after North Branch. According to our patron count about 13,000-15,000 people use this facility each month. We circulate about 20,000 items monthly. About 45% of our circulation is children's materials. We also have a lot of senior users and, since we introduced wi-fi, an increasing number of college students. Our well educated user group has wide reading interests and demands a strong collection of literary fiction as well as bestsellers and serious nonfiction.

Claremont's patron count and circulation continues to increase. During the last six months our circulation has been consistently above 20,000 items per month. Taking a look at Claremont Branch's circulation over the last three years is instructive. During this period our circulation grew steadily.

In 2005 Claremont Branch did a total circulation of 145,863 or about 12,155 items per month. In 2006 we did a total circulation of 209,051 items or about 17,420 items per month. In 2007 we circulated 222,348 items or about 18,529 items per month. The year already we have circulated 122,531 items or about 20,421 items per month. (These figures include renewals as well as checkouts.)

### COLLECTION DEVELOPMENT

I spend a good portion (about one third) of the branch budget on non-print materials. Audio books, DVDs, and music disks are very popular at Claremont branch as well as bestsellers, literary fiction, and serious non-fiction. Audio books can be very expensive, but their popularity makes them worth the cost. Many of our patrons are elderly and have difficulties reading print. For some reason most prefer the audio book collection over the large print collection (even though I updated the large print collections a few years ago). Commuters, insomniacs, and multi-taskers love this collection. There seems to be a large segment of users who prefer to listen to books rather than read them. It is my observation that as the proportion of non-print materials in our collection has expanded, our circulation has grown proportionately.

Another popular collection are DVD's. We have a standing order for Film Movement titles. We now have 59 films in the series. Patrons love these award-winning international and indie films. I've received many compliments on this collection.



Weeding is the other side of the collection development coin, and it is a constant activity at Claremont. This year I weeded the reference collection extensively. Branch reference has changed considerably over the last ten years. Many of our well-loved resources are just not as valuable or useful as previously. We are also in the process of weeding audio books on cassette, and the videocassette collections. Most people do not have machines anymore that accommodate these formats.

Weeding circulating books continues. We are currently weeding the biographies and history collections and shifting shelves to make room for expanding collections. You might notice large areas in the non-fiction section with empty shelves. This is due to our shifting project.

## PROGRAMS

### **Adult:**

- We've had several ongoing programs here at Claremont. In December we started a Nonfiction Reading Group. The group is made up of about ten people, mostly women, and all senior citizens. When one of the seniors was asked why she decided to join our book group, she said, "I heard that book clubs were a good way to meet people." Looking at the make-up of our book group, it seems that younger people in our community are still "connected" enough to form private book groups, whereas seniors may need a little help from their friendly librarian. Debbie Carton, our teen librarian, facilitated the group and did a wonderful job. Several of the participants have asked me to continue the reading group in the fall.
- Lawyers in the Library continues. We always have a small group of people each month who come to see the attorney.
- Our book party for "Grandmothers Against the War" was a success. We didn't have large turnout (about eight people attended) but those who did come felt the program was well worth attending and were pleasantly surprised at how moving some of the letters were. It's always difficult to get crowds for adult programs unless you have a big name headlining the program. Still small programs have an appeal of their own and oftentimes promote lively discussion, as this one did.

### **Teen:**

The teen library hosts two ongoing programs each week, a teen book club, and a "Playreaders" program, run by Debbie Carton. These programs attract a growing number of young teens and have encouraged more teens to use our facility.

### **Children:**

The children's librarian, Dawn Swanson, has three regularly scheduled story hours each week, one for infants and toddlers, one for pre-school children, and one for primary grade children. In addition, she provides a story program to 7 to 8 classes each month.

### **Staffing:**

Claremont's staffing has increased in the last few years. We have 7.3 FTE staff - one full time branch head, one full time children's librarian, one full time supervising library assistant, two half



time library specialists and one .8 library specialist, two half time library assistants, and four .375 library aides. We also have 16 hours of teen librarian time. Starting this summer our teen librarian hours will increase from 16 to 20.

#### **New Staff:**

Debbie Carton joined the Claremont Branch staff last summer. We are so happy to have her. We all felt like we won the "teen librarian lottery" when she got assigned to Claremont branch.

We also welcomed three new library aides to our branch:

- Tracie Goodwin
- Holly Nguyen
- Jonathan Esmanjoud

We are fortunate to have such talented young people working at our branch.

#### **Old-timers:**

Karin Soe-Lai and Karen Joseph-Smith have now been at Claremont branch for 13 years. People in their twenties now come up to us and say I remember you when I was a little kid coming in for story hour. It makes us both feel ancient.

#### **Future Plans:**

I was very fortunate to participate in the **Transforming Life After 50: Public Libraries & Baby Boomers** conference in Pasadena last November. This event was sponsored by the California State Library as a part of the State Library's commitment to responding to the changing needs of the entire community. As a baby boomer myself, I was inspired by the message of the conference and was able to glean some great tips for my own use out of it.

I plan to use the information I learned at the conference to plan a few programs at Claremont that target the aging boomer demographic. Next fiscal year I have plans for a book party/reception for Elmwood writer Jane Juska, author of "A Round-heeled Woman: my late-life adventures in sex and romance" and "Unaccompanied women: late-life adventures in love, sex, and real estate". I think boomers (and many others) will enjoy hearing about romance from the viewpoint of a woman of a "certain" age. I also want to do a program on parenting adult children. I notice we have quite a few books on the subject which I can highlight. All I need is to find a qualified and competent speaker on the topic.

Several participants in the nonfiction reading group have asked if the program can be continued. I am also working on finding a good facilitator for this program.

I also got a chance to attend Public Library Association this year in Minneapolis. I was really inspired by some the programs I attended and hope to put some of the principles I learned into practice here at Claremont in the coming year.



## BERKELEY PUBLIC LIBRARY

### INFORMATION CALENDAR

July 9, 2008

**TO:** Board of Library Trustees  
**FROM:** Donna Corbeil, Director of Library Services  
**SUBJECT:** JULY 2008 MONTHLY REPORT FROM LIBRARY DIRECTOR

#### INTRODUCTION

Every month the Library Director gives the Board a report on Library activities and updates from the previous month.

#### FISCAL IMPACT

This report will have no fiscal impacts.

#### PERSONNEL

A summary of the positions filled and lists developed in the last month is attached. The Library had a booth at the ALA recruitment center at the annual conference in Anaheim beginning June 26<sup>th</sup> to get the word out to the library community.

This month's City Manager-sponsored years-of-service event included three library employees: Raffi Gregorian, Office Specialist II in Library Administration, for 15 years of service; Alicia Abramson for 5 years as the I.T. Services Manager; and Jerry Keller, Library Assistant in Children's Services, for 20 years of service.

Library staff submitted to the City Clerk's Office the commissioner's attendance report for the six-month period of January 1, 2008 through June 30, 2008.

#### LIBRARY DEVELOPMENT

##### *Fiscal Update*

Susan Hildreth, the California State Librarian has provided an informational update to public libraries in the state on Transaction Based Reimbursements (TBR) for FY 2007/08:

After receiving all four-quarter transactions data for Direct Loan and the first three quarters ILL, my original estimate of reimbursing participants at approx. 43% of the full cost will hold true. We are reimbursing quarterly payments at 35%, so a fifth payment will be processed in late July or early August to reimburse the difference. In order to pay participants at the full 07/08 cost, we would need approx. \$15,080,050 over the current appropriation of \$11,616,000.



### *City Audit*

Each year the city contracts with an outside firm to perform audits covering all City agencies. In June, members of the firm met with the Library Finance Office staff to review the Library's revenue and receivable practices. A report will be forthcoming.

### *Library Satisfaction Survey*

In order to confirm with the public the directions proposed in the Strategic and Facilities plans, and to gather information about general satisfaction with the library, a polling firm will be retained to conduct a telephone survey. The vendor, in consultation with Library staff, will develop a survey with these three main objectives:

- To determine the opinion of residents regarding the Library, regardless of library usage;
- Satisfaction level of library users with services and facilities (e.g., hours of service, ease of use, helpfulness of staff, quality of services, collections, children's services and condition of branch library facilities);
- Level of agreement from both library users and non-users with goals and objectives proposed in the 3-year Strategic Plan and 20-year feasibility study, Branch Library Master Facility Plan.

## PROGRAMS, SERVICES AND COLLECTIONS

### *Programs*

On June 25<sup>th</sup> the Board held a celebration to honor seven long-term employees retiring in FY 2008. Staff, retirees current and past, and Trustees Lee, Moore and Powell attended the event.

### *Friends*

The Friends of the Library held their annual members meeting and luncheon on June 18, 2008. The Library Director gave an overview of Library activities, staff was honored for their years of service, the Foundation President Chris Adams gave a report, and Chuck Wallenberg was the keynote speaker. Amy Roth, current and re-elected Friends President, chaired the meeting and oversaw the election of officers and the presentation of the Friends annual report to members.

### *Services / Grants*

At the end of June, Suzanne Olawski, the Library's Neighborhood Services Manager, working with Alan Bern, Jane Scantlebury and other staff, developed and submitted to the California State Library, a \$20,000 Library Services & Technology Act (LSTA) grant request. *Transforming Life After 50: Berkeley Boomers Remember Voluntary Integration of the Berkeley Unified School District, A Cultural Narrative Project*, will capture oral histories from culturally diverse perspectives about Berkeley's watershed historic civic event of the voluntary integration of its schools. The information will be available in a digital format, capturing visual images as well as oral narrative, and will be available to individuals of all ages. This project will rely on partnerships with Berkeley public agencies and community-based organizations, such as the Berkeley Historical Society, Berkeley Unified School District, Berkeley Art Center, and The Center for Digital Storytelling. Chuck Wallenberg has agreed to serve as project advisory committee chair.

### Attachments:

1. BPL's Recruitment Timeline – as of 7/1/08
2. Audit memo from city

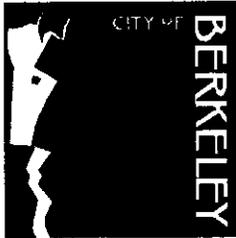
## BPL's Recruitment Timeline

### Revised 7/1/08

<i>Classification</i>	<i>Posting Date</i>	<i>Closing Date</i>	<i>EXAM Date Tentative</i>	<i>Comments</i>
Library Specialist II	7/07/08 <i>Coming Soon</i>	8/04/08	Supp Questionnaires rated by panel.	
Librarian I/II	6/23/08 <i>NOW OPEN</i>	7/21/08	Supp Questionnaires rated by panel.	Recruitment Booth @ ALA's Career Center
TS/Coll Dev Manager	6/16/08 <i>NOW OPEN</i>	7/14/08	Supp Questionnaires rated by panel.	Recruitment Booth @ ALA's Career Center
Senior Librarian	6/16/08 <i>NOW OPEN</i>	7/14/08	Supp Questionnaires rated by panel.	Recruitment Booth @ ALA's Career Center
Supervising Library Assistant	4/14/08	5/12/08 <i>CLOSED</i>	Supplemental Questionnaires rated by panel.	Sam Zhang selected.
Building Maintenance Supervisor	4/14/08	5/12/08 <i>CLOSED</i>	<i>No exam (promotional)</i>	Job Offer Pending
Library Aide	3/10/08	3/31/08 <i>CLOSED</i>	Exam to be held Mid April	List valid thru 5/13/09
Accounting Office Specialist Sup	11/05/07	11/19/07 <i>CLOSED</i>	Interviews to be held 4/2/08.	Auth to underfill as AOS III
Central Services Aide	11/05/07 Re-opened	3/3/08 <i>CLOSED</i>	Second round of selection interviews to be held approx. 3/18	Taoufik Abalil selected. Start date: 4/6/08
Library Administrative Manager	11/13/07	3/1/08 <i>CLOSED</i>	Selections Interviews held 2/25. (4 candidates)	Dennis Dang selected. Start date: 3/24
Library Info Systems Administrator	1/02/07	01/14/07 <i>CLOSED</i>	Interviews held mid Feb.	Alicia Abramson Selected.
Administrative Secretary	Berkeley Matters 2/2/07	<i>CLOSED</i>	Interviews & Testing held wk of 2/5/07.	Alisa Somera selected. Hire Date : 2/27/07
*Circulation Services Manager	1/29/2007	2/26/2007 <i>Closed</i>	2 <sup>nd</sup> Round of Interviews held 4/12/07.	Jason Dickinson selected. Start Date: 05/21/07
*Deputy Director	2/5/2007	3/5/2007	Interviews held 3/29. [3 Panels, 30 min Reception, Tour of Central & 2 Branches]	Douglas Smith selected. Start Date: 05/14/07

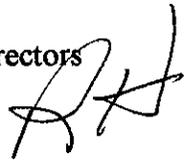
Library Assistant	2/26/2007	04/02/2007 <b>Closed</b>	Exam held 4/18/2007.	<b>List Extended Thru 4/24/09</b>
Supervising Librarian	3/19/2007	4/16/2007 <b>Closed</b>	Interviews Scheduled for WK Ending 6/22	<b>List Extended Thru 4/27/09</b>
Library Specialist I	5/14/2007	6/11/2007 <b>CLOSED</b>	Apps screened. Questionnaires to be rated. Selection interviews to follow.	Sam Zhang selected for GS.
Library Specialist II	5/14/2007	6/11/2007 <b>CLOSED</b>	Apps screened. Questionnaires to be rated. Selection Interviews to follow.	Pat Nagamoto selected for Vol Coord. Lisa Hesselgesser for Spec II @ West. Richard Brooks selected for Spec II @ North
Senior Librarian	6/17/07	7/16/07 <b>CLOSED</b>	Panel Examination Completed	Erica Glenn selected for Children's
*Library Services Manager (Neighborhood Services)	6/25/07	7/23/07 <b>CLOSED</b>	Interviews Completed	Suzanne Olawski selected. DOE 10/29/07.

**\*To be posted @ (WEB pages) ALA, CLA(Job Mart), libraryjobpostings.com  
(emailing lists) Innovative Users group, BALIS, CALA, REFORMA, BCALA, AILA, APALA  
(Will contact CAL & SJ State re: Ltrs to Alumni)  
\*\*To be posted @CLA, BALIS, IUG**



Finance Department  
Office of the Director

May 29, 2008

TO: Department Directors & Deputy Directors  
FROM: Robert Hicks, Director of Finance   
SUBJECT: Announcement: New External Auditors – Caporicci & Larson

The Finance Department would like to inform all SLC members that the new external auditors, Caporicci and Larson, will be performing interim audit work for the City of Berkeley starting June 2–20, 2008. This is a new firm which consists of the following team members: Gary Caporicci, Steve Larson, Ahmed Badawi, Jennifer Ye, Cathy Zhai, Yasmine Rafidi, Frank Leung, and Peter Molnar.

A representative from Caporicci and Larson will be contacting City staff in order to schedule meetings to discuss various City functions so please inform your staff that they may be contacted. We appreciate your giving them your complete cooperation during this audit engagement.

If you have any questions regarding the external auditors, please contact Marvin Tam, Accounting Manager, Finance-Accounting 981-7332.

cc: Marvin Tam, Accounting Manager

## *Board of Library Trustees Tracking Chart*

<i>Date</i>	<i>Requested By</i>	<i>Person Assigned</i>	<i>Deadline</i>	<i>Status</i>	<i>Item</i>
11/9/2005	Trustees	Donna Corbeil	1/18/2006	Compilation completed; analysis begun	Analysis of Library Board Charter
11/9/2005	Trustees	AR Committee	1/18/2006	In process	Administrative Regulations for Library
6/21/2006	Trustee Powell				Report or outline on how Board budget policies are to be implemented.
7/19/2006	Trustee Moore	Trustees and Donna Corbeil	10/18/2006		Role of the Board
10/18/2006	Trustee Kupfer	Donna Corbeil			Determine if some part-time positions can be combined into full-time positions.
4/18/2007	Trustee Moore	Donna Corbeil/Trustee Kupfer			Request legal opinoin on public comment period from City Attorney
12/12/2007	Board of Trustees	Donna Corbeil			Process to expand applicant pool to include a greater number of minorities.
3/12/2008	Board of Trustees	Donna Corbeil and Trustee Powell	5/14/2008		Trustee Powell to work with Ms. Corbeil on information item to City Council on need for bond measure.
5/14/2008	Board of Trustees	Donna Corbeil	5/20/2008		Research campaigning restrictions and guidelines